VOGUE

Fashions for
Three Generations

ADVANCE RETAIL TRADE EDITION

V O

November 1, 1946 Price 35 Cents

Incorporating Vanity Fair 40 Cents In Canada

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Style and quality that know no season

Just as the style and quality of *Supercale** sheets know no time or season, so, too, this newest Wamsutta bridal bedroom. Here indeed, is inspiration for winter brides — a chamber at once spacious yet cozy . . . formal yet livable — designed for you by New York's famous Muller-Barringer.

The cheery firelight picks up the rich sapphire of broadloom, the aqua of wall . . . dances gaily on the double-check red-and-blue draperies . . . flickers round the built-in Sheraton cupboard above the handsome mantel . . . fingers the white modern chairs and antique tole table. The generous bow window promises ample daylight and breeze . . . dramatically frames the superb 18th-century desk.

A graceful, an important room, this — one that demands the ultimate touch of luxury and comfort that only *Supercale* can give . . . treasure sheets and cases of snow-white to quicken the heart-beat of a discerning woman. Inviting to the eye, caressing to the touch, these finest of cottons have been sought after and cherished by six generations of particular brides.

WAMSUTTA MILLS, New Bedford, Mass.

Distributors of Springfield (Virgin Wool) Blankets
Wamsutta-Somerset Towels • "The Three Weavers" (All-Wool) Handwoven Throws

FOR 100 YEARS 1846 1946 THE FINEST OF COTTONS

WAMSUTTA

SUPERCALE SHEETS AND CASES

*REG. U. S. PAT. OFF.

How to use this issue of

VOGUE

Fashions for Three Generations

Vogue's November 1st issue shows fashions for three generations. Vogue talks to the first generation about "the confidence of beauty" and how it can be given to a young daughter by any mother who shares her own knowledge of fashion and her sense of what is charming. *"Beauty Needs an Early Start," says Vogue* and tells about beauty preparations designed especially for the very young. Using Vogue's theme, *"Fashions for Three Generations,"* show your own collection of distinguished clothes for grandmothers to granddaughters.

Fur Coats

Vogue brings you four ideas in fur (pages 170-173): a Persian lamb coat...tailored like a suit jacket; a Russian broadtail coat...to be wrapped, and held on the hip with a white-gloved hand; an Alaska sealskin jacket...bustled; a mink coat...rounded at the shoulders. Headline a newspaper advertisement, *Vogue says: "Your winter fur is handled like fabric."* Present exciting new fur coat silhouettes from your own collection. Show them, as Vogue does, with fur hats.

Paris Report

Vogue says: "Outside of silhouette itself, the good news in Paris collections is in its accessories. This phase of couture has returned—jewelled, embroidered, laboured over, loved" (pages 178-187). Notice Schiaparelli's evening-at-home costumes, the new shape of handbags, the pailletted touch (literally) of gloves. Notice, too, the other ways of bringing Paris flavour to a costume.

Stay-at-home Fashions

Vogue shows four reasons to stay at home (pages 200-201). Beautiful dinner-by-the-fire fashions in colours that range from brightest hothouse yellow to grey, in a wool jersey that is quiet as a sleeping cat.

Here is a fine theme for a newspaper advertisement and window. On cold autumn and winter evenings, women will enjoy clothes to sit home and be beautiful in. From your own collection, show a long covered dress, a more formal one that is décolleté, a warm bright-coloured house coat, a slim sleeveless jersey dress.

Guess How Much?

Vogue believes that fashion is a matter of taste...not price...Editorial pages 226-229 illustrate this theme with two evening dresses that are notable for their good lines and with four wool dresses that would be right at any price.

Use this idea to present clothes from your own stock that are high in fashion, low in price. Headline a newspaper advertisement, *Vogue asks: "Guess How Much?"*

Junior Fashions

Vogue shows fashions for young country living (pages 220-225), that can lead a life as varied as any Junior's. A grey skirt, a heavy red cardigan, a mid-calf length plaid dress, a little coat, a beige shirtwaist dress...the sort of clothes which need special flavouring...which have a co-requisite of young ideas. Give them a collection of little woollen hoods, scarves, belts, gold jewellery.

In an advertisement and a front of windows, promote similar country fashions from your own stock. Spark their simplicity with bright, young-idea accessories.

RELEASE DATES for material in this issue: November 12th, East of the Mississippi—November 15th, West of the Mississippi. For other information, write or wire Vogue Merchandising Service.

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $9.00
WRITE FOR QUANTITY RATES
NOVEMBER 1, 1946

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To sell fashion, quote

VOGUE

Use these Quotations in your advertising or on your own window or departmental cards

Release Dates: November 12th, East of the Mississippi—November 15th, West of the Mississippi

VOGUE SAYS:
Headline
the long-torso
line

VOGUE SAYS:
Cocktail
suits
return

VOGUE SAYS:
Wear a
little
overcoat

VOGUE SAYS:
The hat is
feathered

VOGUE SAYS:
A jewelled
shoe looks
new at night

VOGUE SAYS:
Wear a collar
and bib
of jewels

VOGUE SAYS:
Accessories—
add wit to
your costume

VOGUE SAYS:
Little
dinner hats
for Juniors

These new "Vogue Says" cards may be ordered without charge!

VOGUE SAYS: "Wear a long-line suit"
☐ window cards ☐ floor cards

VOGUE SAYS: "Navy-blue for all hours of the winter"
☐ window cards ☐ floor cards

VOGUE SAYS: "Your winter fur is handled like fabric"
☐ window cards ☐ floor cards

VOGUE SAYS: "Accessories flavour the costume"
☐ window cards ☐ counter cards

VOGUE SAYS: "Young country clothes lead a life varied as your own"
☐ window cards ☐ floor cards

Check the number of each card wanted and mail this coupon: *(11/1)*

Name.....

Store Name.....

Address.....

Vogue Merchandising Service
420 Lexington Avenue, N. Y. 17, N. Y.

The best shoes you can buy are the best buy!

DELMAN

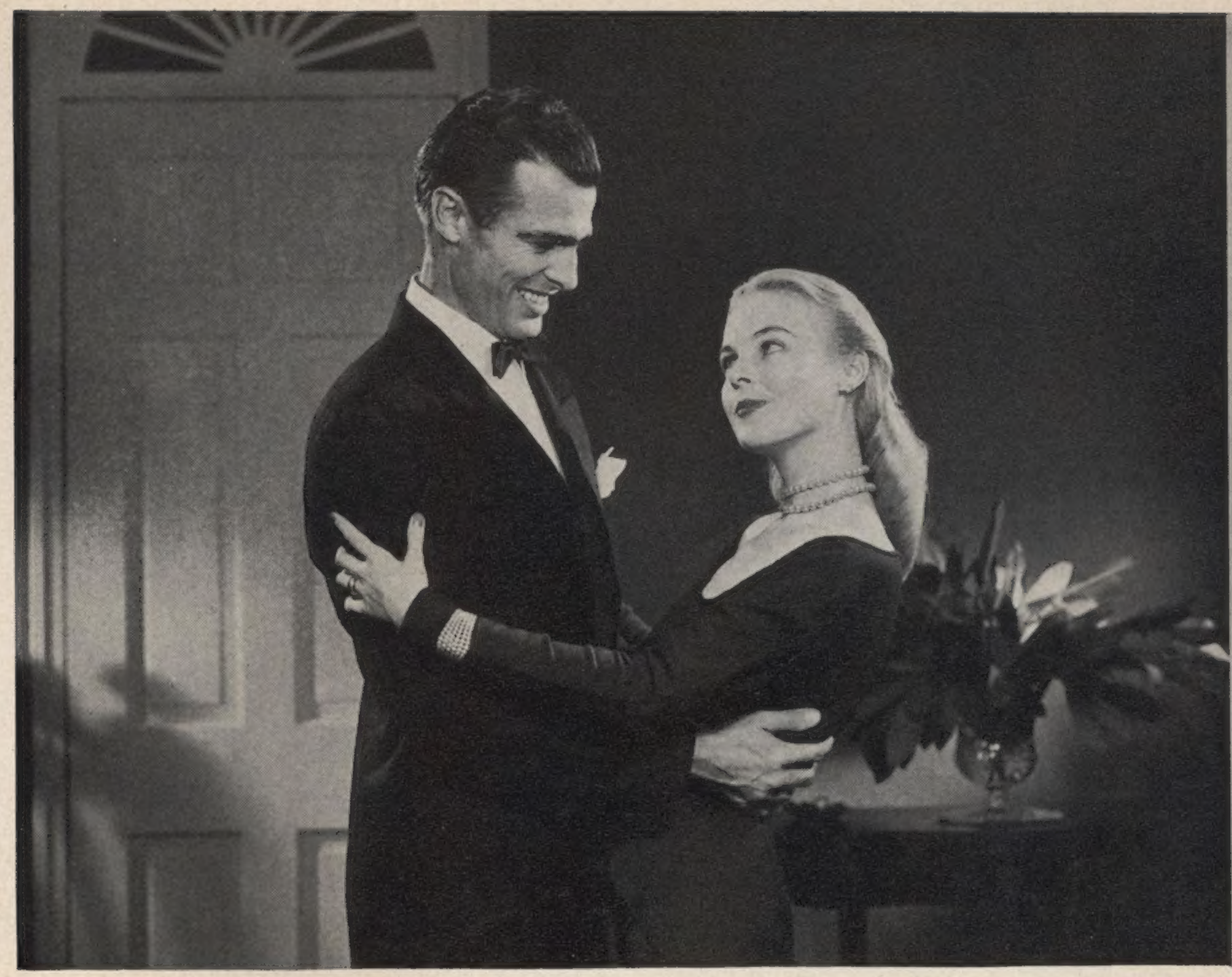
Constellation

night's loveliest illuminations

ON THE PLAZA • NEW YORK 19

BERGDORF GOODMAN

5TH AVENUE AT 58TH STREET



"Take a bow, darling — your dinner was a triumph!"

"Let's have lots more buffet suppers, Tom. It's so easy to have everything ready . . . and such fun! And I can't think of a better way to show off my heavenly Gorham Sterling than to have it all laid out for a buffet supper. I loved your smile when our guests came in and praised our silver arranged on the table. Perhaps our apartment isn't as big as we'll have some day, but our Gorham silver makes it look as elegant as a mansion!"

The choice of America's fine families for 116 years, Gorham offers you a wide selection of famous designs . . . patterns for every taste, every purse, by Gorham's master craftsmen, and you can match and add over the years.

Send for illustrated book, ENTERTAINING . . . THE STERLING WAY. Enclose 10¢ (outside U.S.A., 40¢), address The Gorham Company, Dept. VG-4, Providence 7, Rhode Island.

Listen to the Bride and Groom program, ABC, 2:30 p. m. Eastern Standard Time, Monday through Friday.

Gorham NOCTURNE, its clean gracious lines in the best modern spirit. Six-piece place-setting consisting of teaspoon, luncheon knife and fork, salad fork, cream soup spoon, and butter spreader, priced for the modest budget.

©1946, The Gorham Co.

Gorham
STERLING

America's Leading Silversmiths since 1831

VOGUE
November 1, 1946

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Vol. 108, No. 8
Whole No. 1774

Bonwit Teller New York

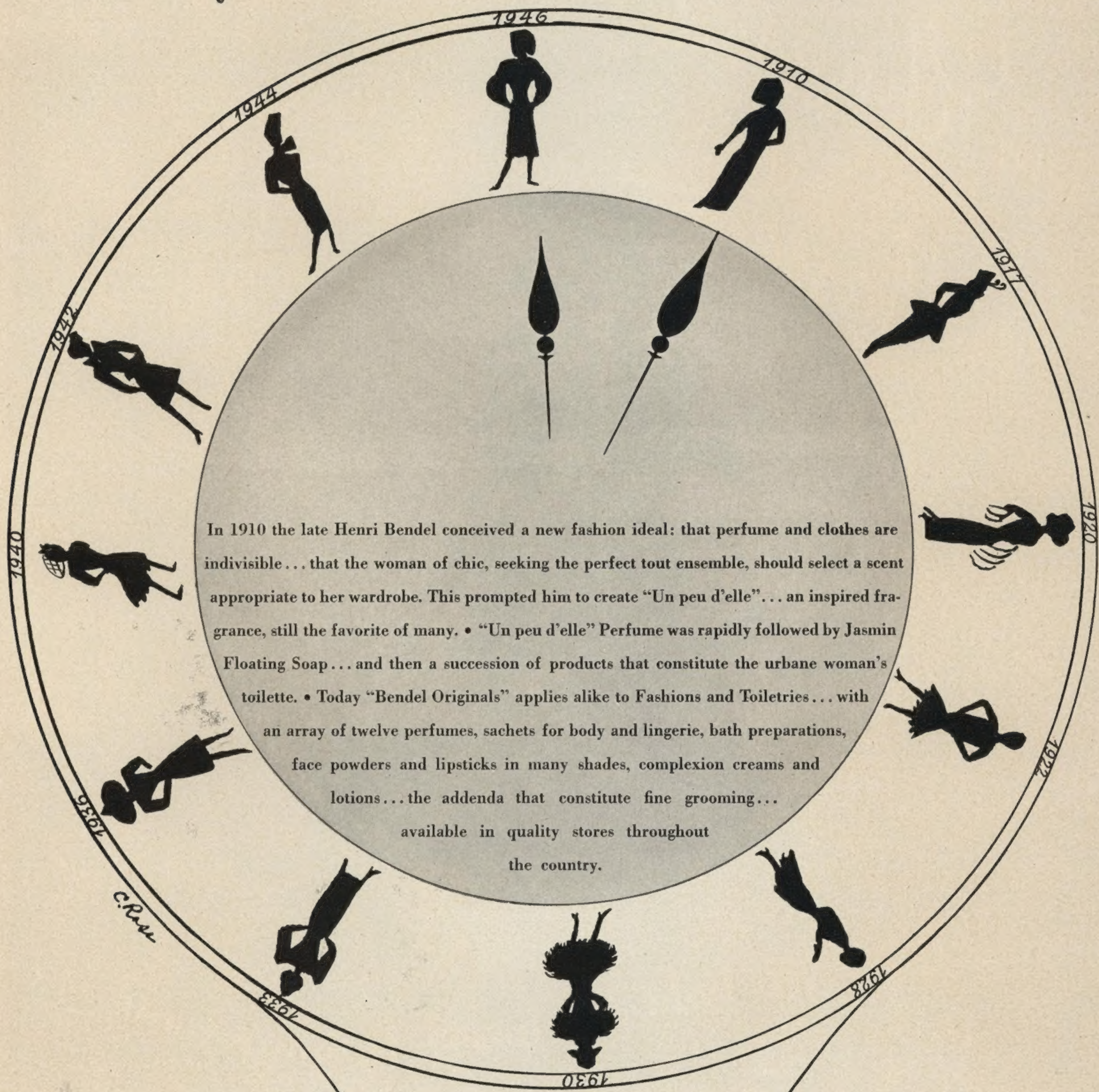
PHOTOGRAPHED BY AVEDON IN THE APARTMENT OF HELENA RUBINSTEIN

traina norell's jeweled chinese sheath in velvety black wool jersey

ENGSTEAD

Temptress by Adrian . . . Frost Bros. *San Antonio*

Of Time and Henri Bendel Perfume



In 1910 the late Henri Bendel conceived a new fashion ideal: that perfume and clothes are indivisible . . . that the woman of chic, seeking the perfect tout ensemble, should select a scent appropriate to her wardrobe. This prompted him to create "Un peu d'elle" . . . an inspired fragrance, still the favorite of many. • "Un peu d'elle" Perfume was rapidly followed by Jasmin Floating Soap . . . and then a succession of products that constitute the urbane woman's toilette. • Today "Bendel Originals" applies alike to Fashions and Toiletries . . . with an array of twelve perfumes, sachets for body and lingerie, bath preparations, face powders and lipsticks in many shades, complexion creams and lotions . . . the addenda that constitute fine grooming . . . available in quality stores throughout the country.

Henri Bendel

10 WEST 57
NEW YORK 19 NY

Rhapsodie de Massenet
Et sa beau - té?
In bright ar - ray?
. . . to hold his heart in your hand
Rhapsodie de Massenet
$22.50 and $12.50. Tax Extra
Other Massenet fragrances:
ALTESSE and MANDALAY
PARFUMS MASSENET New York • Paris

NEW YORK • CHICAGO • BEVERLY HILLS • DETROIT

SAKS FIFTH AVENUE

Sophie cuts a figure at cocktails with a fizz of golden beads on her Sophie Original of Onondaga rayon crepe.

Crystal Room
FURCHGOTT'S
JACKSONVILLE, FLORIDA
Theatre suit and hat designed by
Fred A. Block

THE FIRST REALLY NEW

MAKE-UP COLOR CREATED IN YEARS!

REVLON'S

"Ultraviolet"

"Ultra Violet" Photo Fantasy by Cecil Beaton. Ultra Diamonds by Harry Winston

UNEARTHLY VIOLET FIRED WITH RUBIES!

NAIL ENAMEL! LIPSTICK! FACE POWDER, TOO!

Madly beautiful! Never before such a color! Violet? Like none that ever grew. Revlon created it! And it splurges matching lips and fingertips in splendour . . . transfigures your face with mystic-mauve powder! All with that very ultra Revlon "stay-on."

*Face Powder, 1.00**

*3-in-a-Match Box, 1.75**
**plus tax*

The "Ultra Violet" color is reproduced as accurately as printer's inks will permit. *© 1946 Revlon Products Corporation*

Hear the Ultra Violet song!—colorful new recording of "Who'll Buy My Violets?"—sung by Columbia Records star Dinah Shore.

Crown Tested

Diamond jewelry by Van Cleef and Arpels

Fabric Fantasy... Dreamy foil for bared shoulders, this romantic dance dress by Ceil Chapman—crinolined for rounded hipline, star-dusted with rhinestones. In Stern and Stern's sheer, a CROWN* Tested fabric of viscose rayon. At Bergdorf Goodman, New York; Bullock's, Los Angeles.

**This identification is awarded only to fabrics containing* CROWN *Rayon, after they have passed the* CROWN *Tests for serviceability. Reg. U. S. Pat. Off. American Viscose Corporation, 350 Fifth Avenue, New York.*

Sparkling and deep, a perfume to wear like a blazing jewel Fabulous by Charbert

WOODWARD & LOTHROP

WASHINGTON D.C.

Jewels Van Cleef & Arpels

Natural Pedigreed Mink

Royal Koh-i-nur Mink

Something of the serene timeless beauty

of Attic marble...opalescent white, dramatic with deep veinings of blackest onyx...

MAXIMILIAN, New York **HARZFELD'S, Kansas City** **JENNY COMPANY, Cincinnati**

Mutation Mink Breeders Association

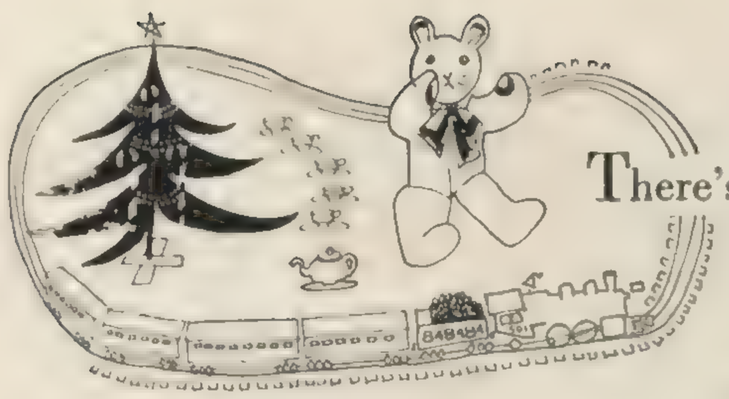
Consult your furrier for further information about Royal Koh-i-nur Mink

that
Wear-Right
look
Wear-Right
Gloves

Taglio

a new perfume
for momentous moments

LUCIEN LELONG



There's holiday magic in our Toy Shop—our 28 Shop at Christmas time. Into Candy Cane Lane march teddy bears, trains and tiny tea sets. Into our 28 Shop come great designers' gowns—brightened with sequins or satin to send a lady stepping like a princess into a Christmas night. And hovering over all our gift-filled aisles is something rare and joyous—the spirit of Christmas that shines on all who come to see or buy at

Marshall Field & Company.

Marshall Field & Company

CHICAGO

Silken treasure—Adrian's star for evenings, spun of pure silk, sparked with hand woven satin stripes. Gown, three hundred sixty-five dollars. Matching jacket, one hundred ninety-eight dollars.

28

A PATTULLO Original

Provocative black with shining contrast

designed by Jo Copeland.

Neiman-Marcus

Dallas

VERONICA enchantment in this sheer gown and peignoir with satin applique

... exquisitely made-by-hand of Stonecutter Fabric in ice-blue, petal rose, white.

Sizes 32 to 40. The gown, 16.95; peignoir, 17.95.

KAUFMANN'S

Pittsburgh

I. Magnin & Co.
California · Seattle

Horst—Vogue Studios

WHEN BALTIMORE THINKS OF QUALITY IT THINKS OF HUTZLER'S
Maurice Rentner's mandarin dress . . . sheath of shimmering rayon satin, ice blue or wild mink . . . crown-jewel buttons. Ours alone in Baltimore.

Hutzler's

Jordan Marsh

TRAINA-NORELL creates the dancing flame with panels drifting across the shoulders. In the sheerest, sheerest rayon crepe. Flame red only. Sizes 10 to 14. $175.00. Designers' Shop, Second Floor.

JORDAN MARSH COMPANY • BOSTON 7, MASS. • NEW ENGLAND'S GREAT STORE

Arnold constable fifth avenue, exclusive

o'hara, designer for hollywood stars

dorothy o'hara, a sorceress at glorifying figures, does some great fashion wizardry by creating the multiple-costume dress • you start with a lace-trimmed, flesh-bodice dress of SANCHILLA, a DUPLEX rayon crepe and a matching stole-scarf • with a little improvisation, your dress has a peplum, hood, stole, side drape or whatever you will • dress, 35.00 scarf, 29.95 complete **64.95** both in black • misses' sizes, fashion salon, third floor

arnold constable fifth avenue at fortieth • also new rochelle • hempstead • hackensack

*JADE STICK *for lips*

*simulated

For you who have a passion for objects of rare beauty—
Chen Yu has created a lipstick case in the spirit of precious jade—
a lipstick that can hold high its head in the presence of
elegant jewels—a lipstick you will adore to take out of your
purse in important places. Chen Yu *Jade Stick is an oversize
swivel lipstick . . . enjoy it in long-staying reds matched
to famous Chen Yu long lasting nail lacquer.

CHEN YU
**JADE STICK is $2.*
Refills are $1.

CHEN YU *long lasting nail lacquer and lipstick*

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A collection of sparkling Coro Craft splendor...

Masterpieces

Fascinating jewels glowing with glamour . .

design patented

of Fashion Jewelry

Coro
CRAFT

In gold finished sterling. At leading stores everywhere.

Coro INC. NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • MIAMI • TORONTO • LONDON

JOFFE

Jewels by John Rubel
Furs by Esther Dorothy
Hats by John-Frederics
Full Fashioned Woolen Gloves by

Nolde

Exciting gifts . . . fragrant gifts . . . beautifully packaged
to intrigue the most discriminating taste. Purchasable
exclusively through the Avon Representative who brings
these exquisite toiletries directly to your home where,
in undisturbed comfort, you may make your selections
from Avon's Christmas display . . . . . .
Welcome her when she calls . . . be a hostess
to holiday loveliness.

Avon

COSMETICS

IN RADIO CITY • NEW YORK

Festive hostess gown by Tula . . . its weskit effect achieved by gold outlined trapunto embroidery, and fastened with golden balls. Of Chamikin, a Bates fabric in aqua and rose. At Miller & Rhoads, Richmond, Va., and other fine stores throughout the country. About $25.

SAM LANDAU, INC., 105 MADISON AVENUE, NEW YORK 16, N. Y.

Devastating
Why not a truly Devastating Gift for the Holidays?—
Anjou's Devastating Perfume and Devastating Eau de Parfum...
Devastating Parfum, 1.75 to 20.00
Eau de Parfum 2.00 and 3.50
Plus Tax
Parfums Anjou, Fifth Avenue, New York

You can't get away
from yourself
And, if you'd heed your inner self, you'd never, ever want to. If it says "gray hairs" or "faded strands"—take warning. Nay, take action! Let Roux treatments create lustrous new color, soft radiant loveliness for your hair. Blonde, redhead or brunette—don't daydream about being a lovely creature. Listen to your inner self—and be one!
22 shades. Treatments at better salons everywhere.
ROUX
OIL SHAMPOO TINT
(CONCENTRATE)
COLORS • CONDITIONS • CLEANSES
Caution: use only as directed on label.
Hostess gown designed by Thea Tewi

TAILORED BY

Originala

IN AN EXCLUSIVE KASHMIR FABRIC

BY *Stroock*

85% KASHMIR—15% WOOL

Toss it casually over your sport clothes . . . a new polo coat tailored beautifully by ORIGINALA in Stroock's Kashmir, one of the world's finest fabrics. About $200. Featured in all leading stores. For the store nearest you write

ORIGINAL MODES COMPANY, 512 Seventh Avenue, New York 18

a New Fashion at hand

A glove collection to make accessory conversation . . . Hansen's exciting "Costume Knits," bright newcomers to the fashion scene. For the first time, knitted gloves take their rightful place in your wardrobe. They've be-jewelled them, be-spangled them . . . they've planned them for country tweeds, for opera satin. Choose these smart new woolen mittens and gloves to complement *all* your costumes.

Silver blue mink from Dupler's collection of fine furs

For more than 100 years the name Dupler's has meant the finest quality in furs. Meant it to an exacting clientele. Meant it to the trappers Dupler's buys from directly. Today this long-honored Dupler's tradition has grown from a single workroom to many, where skilled designing and expert craftsmanship create coats for more than 400 stores. Coats for every occasion from every type of fur — casual to luxurious. And when the Dupler's label is finally and proudly sewn in, each coat is guaranteed for quality — has thrilling beauty far beyond its price tag.

Dupler's

Specialists for a century in fine furs and their care

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We invite you to write for the address of the Dupler store nearest you.

The place, the gown, the settings change. But your diamonds, alive with fire and beauty, are an eternal fashion.
De Beers Consolidated Mines, Ltd., and Associated Companies.

ADRIAN

calls it The White Poodle . . . column-slim

dress for a season of elegance. Exclusive in Boston with

FRENCH SHOPS Filene's BOSTON

Diamond Lure

Behind the veiled eyes of ancient cultures...beneath the civilized veneer of today's sophisticate...lies the same hungry longing...to treasure the magnificence of a rare diamond.

HARRY WINSTON INC
RARE JEWELS OF THE WORLD
SEVEN EAST FIFTY-FIRST STREET · NEW YORK
220 WEST FIFTH STREET · LOS ANGELES

OWNERS AND CUTTERS OF THE
JONKER, VARGAS AND LIBERATOR DIAMONDS
THE WINSTON COLLECTIONS MAY BE SHOWN
ON REQUEST BY FINE JEWELERS IN YOUR CITY

Traditional Quality...
Holmes
NEW ORLEANS
linni rogers

By Gigi of California . . .
Soignee and sleek . . .
rayon crepe by Hallinson 39.95.
The little jacket of hand-embroidered
Guatemalan cotton, 45.00.
WOODWARD & LOTHROP
WASHINGTON

• Sleek theatre suit in Bianchini "Dragon" rayon satin, an Anna Miller original. *Exclusive with*
BONWIT TELLER OF PHILADELPHIA
HAT BY JEANNE TETE.

Gifts for a slim princess . . .
amber-pink Dream-Glo satin* gown, lace
trimmed and flinging out a fine
net frill, 69.95; and matching slip, 49.95;
sizes 32 to 40. Only at H. Liebes in
the whole wide world. Mail orders postpaid.
*Of Bemberg yarn.
we're not just dreaming of Tewi Lingerie at H. Liebes san francisco

Almost Siren-ese ... a gown for you to wear at home when you want to be exciting—discreetly. Designed by Dorine Leibert...with thousands of laughing, golden sequins on Hafner's rayon matelassé. Black, white, or tawny. Sizes 10 to 16. 98.00. ■ HOSTESS GOWNS, THIRD FLOOR

Ralph Marano manipulates mink in the manner of cloth—makes an arrow-straight sheath, then capes it a la D'Artagnan. Russeks Design Studio (Wholesale Division).

Heady Wine

the new nail color with a kick to it!

by

PEGGY SAGE

No other wine can match its rich red recklessness . . . its fashion potency . . . its mellow magic. Heady Wine sparkles like champagne in Peggy Sage's Shimmer-Sheen. Glows like still burgundy in her Regular polish. Remember the name—Peggy Sage's Heady Wine. You'll never forget the color—or the polish, which is better than ever. It's pie to apply, quicker to dry, and it wears forever (well, almost forever!).60c. (PLUS FEDERAL TAX)

New York Salon: 50 East 57th Street • Paris Salon: 7, Place Vendôme • London Salon: 130 New Bond Street

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RAWLINGS

Gown by Omar Kiam of Ben Reig

IN HOUSTON AT
Sakowitz Bros.

How lovely it is to *feel* lovely . . . to sense that hushed unspoken praise, those subtle little glances of envy reserved for the truly lovely. There is no surer way to capture that feeling than to wear the finest hosiery that can be made . . . hosiery by ARTCRAFT!

ARTCRAFT
Stockings of Elegance

Prince Matchabelli

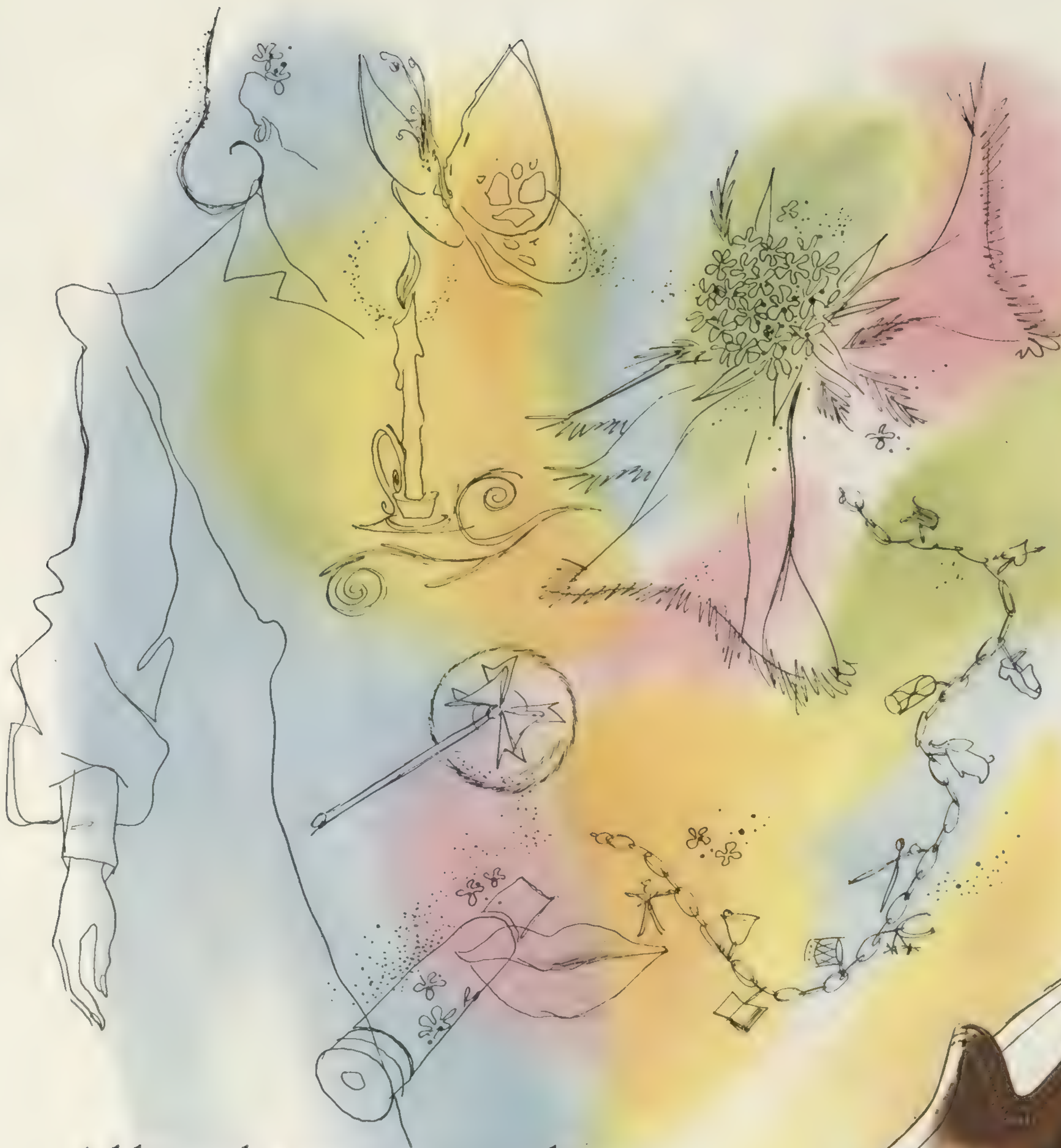
brings from France a glorious
new fragrance with all the ardor and
enchantment of a rare, royal gem

CROWN JEWEL

Perfume

In a new faceted, jewel-like setting worthy of this priceless new perfume . . . imported from France by Prince Matchabelli . . . bottled in U.S.A. 13.50 to 25.00 plus tax.

Ben Reig original designed by Omar Kiam, At Lord and Taylor.



Additional accent on your beauty

CASUALS *fortunet*

...NOT THE LEAST OF YOUR LOVELINESS

You can express your feminine charm in many ways. And one of the most important of these is your choice of shoes. Make sure they're CASUALS FORTUNET ... for worktime, playtime, let-us-be-gaytime! Exciting Fall colors.

SEWANEE SHOE COMPANY ☆ Division General Shoe Corp. ☆ NASHVILLE 1, TENNESSEE

Handmade
by Yolande

Tribute to Beauty
Enchanting Yu Perfume
Flattering Yu Face Powder

RICH, DARK, PRECIOUS *Mink*

The finest of dark mink comes from the ranches of the Great Lakes Mink Association. Years of scientific breeding have produced pedigreed ranch mink unexcelled for its luxurious beauty and brilliant lustre—ready to be made into coats of rare splendor.

GREAT LAKES MINK ASSOCIATION

Ranch-bred Mink

Before you buy—look for this name

MAXIMILIAN, New York • I. MAGNIN, California • NEIMAN-MARCUS, Dallas

RAUCOUR

Parfumeur

Place Vendôme Paris

DISTRIBUTED BY RAUCOUR PARFUMEUR INC. NEW-YORK CITY

tailored

in

California

"HOLLYWOOD PRESS AGENT" PAINTED BY BEN STAHL

wonderful new Rosenblum*

twin-button cardigan in wonderful new California fun colors... Santa Anita green, Trocadero tan, Macambo mauve and Wilshire wine. This is Wilshire wine. The fabric is finest Milliken Oxford weave... the lining is Duchess acetate rayon. The tailoring, as in all Rosenblum suits, is from heaven... at fine stores 29.95. Rosenblum, Los Angeles.

*Reg. U. S. Pat. Off.

Honeybugs*
Out of a Dream
. . . into a cloud
of soft, soft luxury . . .
into those feminine enchantments .
your "Honeybugs"
YVONNE DE CARLO,
Technicolor production
star of Universal's
"SHAHRAZAD."
Honeybugs
At your favorite store or write to
Holiday Casuals, 644 Broadway, New York 12

Time again to think of
seafoam, of suntan, of far away places,
and naturally of

COHAMA PURE SILK PRINTS

COHAMA FABRICS—a division of
United Merchants and Manufacturers, Inc.

The vibrant brown of precious mink warms this impressive group of accessories... precious, too, because they're made of luxurious, longer-wearing VINYLITE Plastics. Mink Brown is but one of VINYLITE Plastics' exciting CONNOISSEUR COLORS for fall. Be sure to see them at better stores.

You know it's right if it's...

Vinylite PLASTICS

BAKELITE CORPORATION
Unit of Union Carbide and Carbon Corporation UCC
30 East 42nd Street, New York 17, N. Y.

Lane Bryant

Subtly draped

"Cherubskin"

with sequins to

wink in

candlelight.

Crushed grape

cypress green

gypsy blue or

black rayon.

Sizes 38 to 44

69.95

foreman

famous for fine fabrics

New York • Chicago • Philadelphia

"EIGHT THIRTY"

The hour when evening stands poised in an aura of promise . . . "EIGHT THIRTY" a perfume at once combining the freshness of youth with an ageless sophistication . . . so perfectly attuned to the personality of my clothes.

Maurice Rentner

WEDGWOOD ROOM

Lazarus

COLUMBUS, OHIO

by Nettie Rosenstein

The Embodiment of Beauty: Mme. Adrienne Brassieres

the Wm. H. Block Co. INDIANAPOLIS

NIGHT-BLOOMING BEAUTY by Tula . . . *flower-fragile . . . airy-soft in Bemberg rayon sheer . . . an Alencon-type lace-traced gown and robe in petal pink, moon blue and night white. Sizes 10 to 18. Robe, $22.50. Gown, $7.95*

Fredrica *Original*

Black Russian Broadtail Cascade Coat

"Throughout New England it's Furs by Healy"

RICHARD HEALY COMPANY

FURRIERS SINCE 1882

WORCESTER, MASSACHUSETTS

Hardy Amies

Originals

A coat and dress costume
from a collection flown from
England especially for us

Hudson's

DETROIT

Two exciting new perfumes!

as different
as a lady's moods

Dresses from
Anthony Blotta's
New Falconry
Collection

VICTORIA LTD., Alfred D. McKelvy, President

et cetera

A new perfume that's witty, worldly, easy-to-live with. The poised and perfect daytime fragrance, **et cetera** casts an urbane, but unaffected grace about sport and country clothes . . . town tailleurs . . . Etc. . . . Etc.

VICTORIA Ltd.
Perfumes
630 FIFTH AVE.
NEW YORK

VICE VERSA

A new perfume of elegance for very special moments. A gala transition for evening, **vice versa** is rich, radiant, resplendent . . . a fragrance to lead you to romantic enchantment . . . and Vice Versa.

SUN COLORS BY

Cole

OF CALIFORNIA

ORIGINAL

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FROM OUR *Westward to the Sea* COLLECTION

Introducing a wonderful new kind of Lip Make-Up

in a new Rainbow of Lipstick Reds

...for the first time *Max Factor Hollywood* incorporates these three amazing features in one sensational new lipstick

The color stays on until you take it off

New original formula does not dry the lips

New kind of lip make-up...oh! so s-m-o-o-t-h

In a modern-design metal case...$1.00

U. S Patents
No. 2157667
2211465

3 Shades for You...Clear Red, Blue Red, Rose Red
...correct for your type...correct for fashion

CLEAR RED

BLUE RED

ROSE RED

BLONDES	CLEAR RED No. 1	BLUE RED No 1	ROSE RED No 1
BRUNETTES	CLEAR RED No. 3	BLUE RED No. 3	ROSE RED No. 3
BROWNETTES	CLEAR RED No. 2	BLUE RED No. 2	ROSE RED No. 2
REDHEADS	CLEAR RED No. 1	BLUE RED No. 1	ROSE RED No. 1

These new exclusive reds are based on an exclusive formula discovered and developed by *Max Factor Hollywood.* Note the chart above. See for yourself the shades recommended for your type...then try this new *Max Factor Hollywood* Lipstick today. See and feel the thrilling difference.

CARPENTER

Max Factor • Hollywood

Pink pearl embraced in Lace

Sweet as a seed pearl, pretty as the first, young blush—Textron's newest slip of Pink Angel rayon satin in a cloud-edge border of delicate lace. In two lengths . . . one for average figures, sizes 32 to 40, one for short figures, sizes 30 to 36. Also in pearly-smooth Snow White. See this slip and other lovely Textron* Lingerie at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON

* REG. U.S. PAT. OFF.

MENSWEAR • BLOUSES • HOSTESS COATS • HOME FASHIONS • LINGERIE

Selby

ARCH PRESERVER

Shoes

fashion importance charmed

by comfort

$12.95 and up

Slightly Higher in Western States and Canada

SELBY FIFTH AVENUE at 38th Street, New York City, and Your Leading Shoe and Department Store.

Manufactured for women by THE SELBY SHOE COMPANY, Portsmouth, O.; *for men,* E. T. WRIGHT & Co., Rockland, Mass.

IN CANADA, MURRAY-SELBY, LTD., LONDON, ONT. • IN ENGLAND, SELBY SHOES, LTD., LONDON • IN AUSTRALIA, SELBY SHOES (AUST.) LTD., SYDNEY • IN NEW ZEALAND, SWINTON & OATES, LTD., AUCKLAND • IN ARGENTINA, ALBERTO GRIMOLDI, BUENOS AIRES

SELBY SHOES THE WORLD OVER—ESTABLISHED 1877

Copr. 1946, The Selby Shoe Company

So altogether fitting . . . *Corette*

Corette's wonderful hour-glass silhouette returns in a magnificent slip with lavish net and embroidery at neckline and hem.

Ask for No. 4050, not over $6. Foreground figure illustrates an elaborate lace top with embroidered flower inserts. It's No. 3031, not over $4.

Custom Undergarment Co., 148 Madison Avenue, N. Y.

H.P. WASSON
& Company
INDIANAPOLIS · IND.

A PATTULLO ORIGINAL DESIGNED BY JO COPELAND •
A WASSON EXCLUSIVE IN INDIANAPOLIS •

Debut of a new Celanese* Creative Fabric of synthetic yarn! We call it "Diamond Horseshoe"†. It's a moire of subtle markings, fine weight, magnificent bouffant airs . . . is coming to you through the grateful hands of the most talented of fashion designers. Celanese Corporation of America, New York 16.

*Reg. U. S. Pat. Off.
†Trademark

CELANESE* *SYNTHETICS*

Ceil Chapman
Bergdorf Goodman
A Celanese* CREATIVE FABRIC OF RAYON YARN
*Reg. U. S. Pat. Off.

that young LEEDS look

Good theater in a scene-stealing coat . . .
cuffed and pocketed with fine abandon.
Dashingly tailored in Cloudtone, a
heaven-to-touch 100% virgin wool loomed
for Leeds alone by the
North Star Woolen Mill Company.
Rayon crepe lining by
Frank Ix and Sons.
Sizes 10 to 18. About $50.00.

For your nearest store
selling Leeds originals, write:
Leeds Ltd. Coats, Inc.,
500 Seventh Ave., New York 18, N. Y.

Hat by Dobbs

Magnificent possessions!

pearls and diamonds . . . simulated of course . . . for a future . . . feminine! Wear long ropes of pearls . . . catch them dramatically in a jeweled pin!

Hattie Carnegie

IN REPRESENTATIVE STORES THROUGHOUT THE COUNTRY

Rath
PRESENTS...

For smart women satisfied with only the finest . . . Handbags luxuriously designed and detailed in satin-smooth RATHCALF. In black, brown and cherry red, at fine stores the world over.

From top to bottom; $29.50, $35.00, $39.50 plus tax

© 1946

André d'Aulan sculptures on Grecian lines. The gown daringly bare or beautifully sheltered under a capelet flashed with brilliant sequins. Beaudrape rayon crepe in hushed shades of green, purple or black. Colony Room

Boston Store
of Milwaukee
WISCONSIN

Mildred O'Quinn designed this Regency gown of gold and white French Brocade for gala evenings. Her entire collection in Philadelphia only at **NAN DUSKIN**

FLOWER FRAGRANCES
Ann Harland
PERFUMES BATH PREPARATIONS SACHETS

in better fashions at better stores . . . Yale Fabrics Corporation, 1411 Broadway, NYC

Created by Laros-

a guide to fine lingerie

Laros

Smooth-stretch

NYLON!

news for cruise-wear

Like a work of art,
a great perfume, a symphony...
Mabs' masterpieces
are loved and appreciated
all over the world.
So wherever you go take this
soft-shimmering suit of
elasticized Nylon.
For it has not only the universal
beauty of a sculptured goddess...
but a functional,
stretch-with-the-body freedom
in action that has never
been equaled. Foam-light,
quick-drying, packs
postage-stamp small. One and
two-piece styles in
luscious parfait colors.

Mabs — **OF HOLLYWOOD**

At Saks Fifth Ave., Neiman Marcus, Dallas,
Marshall Field & Company, Chicago and fine stores everywhere

Kodachrome by Edward Jacobsen

$30.00 $12.50 $7.50 (plus taxes)

The perfume that carries you on ... and on!

PARFUMS

CIRO

SCOTLAND
CANADIAN PACIFIC
EUROPE
Travel Will Be Fun Again
via Canadian Pacific
Remember how pleasant it used to be to travel on Canadian Pacific ships! Remember the cuisine, the courteous service, the fun of shipboard life . . . and the ships themselves!
Just now there's a big job to do repairing the wear and tear of wartime years—replacing lost ships . . . but, when it's done, travel will be fun again—the Canadian Pacific way!
Soon a new, two ocean fleet will plow the sea routes of the world . . . and once again it will be possible to go from Shanghai to Southampton —Canadian Pacific all the way!
Canadian Pacific
SPANS THE WORLD

There's no housing shortage in heaven

TAKE a Girl and a Boy and make them in love and you've got something as near to heaven as exists upon this earth!

And in that pink, celestial paradise there'll be no housing shortage, for they will make a home out of a room and a fortune out of a modest pay-check. Oh! what a beautiful morning!

There's very little you and I can do about it. Little we'd want to. We lived through it, and so will they. No—we wouldn't blow away a single tinted cloud—but just in case they're listening we'd like to say that even an angel is particular and likes only the nicest things!

And is there anything finer when you come down to earth than making sure that your money buys the most beautiful and most practical things? That's when you turn to names like Martex on towels. They're newly styled for the young in heart and purse, with modern colors and designs that'll make the tiredest bathroom sing.

And the quality's something you never question. It's there in every soft caressing thread, just as it's been for generations. The versatile Martex looms are weaving swiftly now, sending as fast as possible to your favorite department store, the loveliest towels you'd ever want to see.

Hello, up there! Your Martex Towel wardrobe will help you bring a little chunk of heaven back to earth with you!

Martex Towels

HOLEPROOF HOSIERY COMPANY ★ MILWAUKEE 1, WISCONSIN (IN CANADA: LONDON, ONTARIO)

*"Holeproof" is a trademark of the Holeproof Hosiery Co. (Reg. U. S. Pat. Off.) Makers of Luxite Underthings and Men's Socks by Holeproof

"Its lingering fragrance

will caress you in the morning"

BIRO who introduced the first ball-pen presents . . . a sensational new invention

BIROMÉ PARFUM is more than a new perfume for you, it is a jewel to outlast the years. Highly concentrated, its fragrance remains after bathing... interchangeable new perfumes . . . the most talked about in town . . . to fit your moods . . . goes proudly in your handbag.

THREE DELICIOUSLY DIFFERENT *Answers to Your Gift Problems*

FORST'S CATSKILL MOUNTAIN *Smoked Turkey* PRODUCTS

Trust Forst to make Christmas shopping easy. Now you can make up one list, send it off, and relax—for this year Forst offers you three deliciously different answers to your Christmas giving—varying in price from $8.50 to $42.50!

Two Tempting Assortments of Smoked Turkey Delicacies Vacuum-Packed to be Enjoyed Any Time—ALL The Time!

Item number one on the Forst gift parade is the Hendrik Hudson Selection. Priced at only $8.50, it contains six, full half-pound vacuum-packed cans of Forst Smoked Turkey Delicacies—two each of:

- Forst Sliced Smoked Turkey—big, generous slices of both white and dark meat.
- Forst Handi-Cut Smoked Turkey—cubed to make perfect à la king, casserole dishes, salads, sandwiches, etc.
- Forst Smoked Turkey Paté—a zesty spread that makes mouth-watering canapés, hors d'oeuvres, sandwiches, etc.

All are ready to eat—and keep without refrigeration until opened.

Then, there is the New Amsterdam Selection of Forst Delicacies—priced at $16.00, and containing twelve, full half-pound vacuum-packed cans of Forst Sliced, Handi-Cut and Smoked Turkey Paté.

Forst Catskill Mountain Smoked Turkey—Perfect for Holiday Entertaining, Ideal as a Gift—Ready to Eat!

Next, a luscious, taste-teasing, palate-pleasing whole Forst Catskill Mountain Smoked Turkey. Holiday festivities are incomplete without one of these choice, young, full-breasted birds, cured in rare herbs and spices, and then smoke-cooked in air-conditioned smokehouses to golden-brown perfection over fragrant applewood embers. Whole Forst Smoked Turkeys range from 8 to 18 lbs., net smoked weight. Price is still $1.50 per pound. All ready to slice and serve.

The Gift of Gifts—A Taste Thrill for Every Season

Finally, there is that rarest, most unusual gift—membership in Forst's exclusive Delicacy of the Season Club, details of which are given in the panel at left.

You just select the Forst gifts desired, make up your list—and mail it to us with your check! We do the rest! All orders festively packed and shipped charges prepaid anywhere in continental U. S. or Canada. Supplies limited! Order NOW!

FORST'S "Delicacy of the Season" Club

A GIFT THAT SAYS "MERRY CHRISTMAS" ALL YEAR 'ROUND

Tasty Treats to Delight Friends and Influence Customers

Say "Merry Christmas" to your special friends, customers and business acquaintances in a way that is not only novel and in perfect taste—but will serve as a deliciously "different" reminder of your thoughtfulness all through the year.

A membership in the "Delicacy of the Season" Club is indeed a regal gift. Those lucky enough to receive the treasured, engraved Membership Card can look forward to a whole year of intriguing, mouth-watering taste-delights.

At Christmas, a golden-brown Forst Catskill Mountain Smoked Turkey.

At Easter, a tender, tempting Catskill Mountain Smoked Ham, sugar-cured and smoked Southern style, all ready to eat.

In July, an assortment of picnic snack-tidbits—vacuum-packed in six half-pound cans—Sliced Catskill Mountain Smoked Turkey, zesty Forst Smoked Turkey Paté, multi-useful Forst Handi-Cut Smoked Turkey.

Finally, Fall will bring a generous package of spicy smoked pork sausage and a whole strip of lean Catskill Mountain Bacon.

All this for a total cost of only $42.50—delivery prepaid on all gifts, anywhere in continental United States or Canada.

In addition to the engraved Membership Certificate, personalized greeting card accompanies each gift throughout the year.

If you want this unique gift for favorite friends and important business contacts, mail coupon TODAY!

For your protection all Forst Catskill Mountain products bear the Department of Agriculture Seal.

"DELICACY OF THE SEASON CLUB" ORDER

☐ I am attaching herewith my Gift List and check for.....to cover .....memberships in your Delicacy of the Season Club, at $42.50 per membership. It is understood that each person on my list is to receive the four gifts described in your advertisement; also the engraved initiation Membership Certificate.

*Name*_____

*Address*_____

City _____ *Zone*___ *State*____

THE FORST'S CATSKILL MOUNTAIN SMOKEHOUSE
Route 97 Kingston, N. Y.

☐ I enclose Gift List and check for $_____. Please ship the Forst Catskill Mountain Smoked Turkey Products checked below, charges prepaid.

.....New Amsterdam Selections (12 half-pound cans) at $16.00 . $_____

.....Hendrik Hudson Selections (6 half-pound cans) at $8.50 . $_____

.....Whole Birds, weight _____lbs.....at $1.50 lb. . $_____

(Approximate Date Required_____)

*Your name*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

NOTE: We attempt to fill your order as closely as possible, but turkeys may be slightly under or over the weight specified.

Ilka Chase

talented actress, author, radio commentator . . . famed as a clever and original hostess, says:

Brach's
Chocolate Party Mix

is the perfect candy for smart entertaining

Whether you're entertaining at bridge . . . or an elaborate dinner party . . . your guests are bound to appreciate Brach's Chocolate Party Mix. Here's an assortment of good-tasting candy that gets an "M-m-m" from everybody! Almost two hundred luscious little taste-appealers to the box! Wonderful buttermilk and bittersweet chocolates . . . filled with crisp almonds and nutmeats . . . smooth, chewy caramel . . . exotic orange jelly . . . milk malts . . . raisins! Variety galore! This grand candy assortment is for sale at better stores everywhere.

GOWN BY HENRI BENDEL—JEWELS BY JOHN RUBEL

The name **Brach's** *means quality candy*

E. J. Brach & Sons, Chicago

"Woman with Pearls"
painted by
Thelma B. Salter
for the La Tausca
National Art
Competition.

La Tausca
SIMULATED PEARLS

FANFARE

FOR BLACK

Black black suede...rich, smooth ...shaped by masters' hands... M. Wolf designs an elegant shoe... LEWIS styles an exquisite handbag...both fanned with the flare of big bows...both made and matched especially, exclusively for Jelleff's. Shoes, $19.95. Bag, $18.50 plus 20% Federal Tax.

Jelleff's

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SPADE BLACK . . . A shoulder strap bag distinguished by its sparkling beauty in pitch-black Plio-Patent*. Richly satin lined, handsomely fitted. $15.00†

Thalhimers Richmond
Over A Century In Virginia

*Registered
†plus federal tax

LUSTRE . . . Jewel-bright, with an air of great elegance. In midnight-black Plio-Patent* with golden accent. Luxuriously satin lined, beautifully fitted. $15.00†

Holmes
NEW ORLEANS

* Registered
† plus federal tax

LEWIS
PURSES

SLEEK . . . Dynamic beauty in a handbag of lovely proportions. In black, mirror-bright Plio-Patent*. Luxuriously satin lined, splendidly fitted. $15.00†

Miller Bros Co
CHATTANOOGA

* Registered

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BLACK PITCH . . . The flawless complement to fine fashions . . . a Lewis Original, distinctively styled in ultra-black, gleaming Plio-Patent*. Luxuriously satin lined and fitted. $15.00†.

Loveman, Bergler & Teitlebaum
NASHVILLE

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TRAPUNTO TRIM

Newton Elkin designs Cleo—
the striking new d'orsay pump
with the closed look—
dramatized with trapunto trim
to match your accessories.
In black or mink brown suede.

Titche-Goettinger
DALLAS

Newton Elkin
FOOTWEAR

Jacobson's OF MICHIGAN

ANN ARBOR • GROSSE POINTE • SAGINAW • GRAND RAPIDS
BATTLE CREEK • JACKSON • EAST LANSING • PETOSKEY

Nettie Rosenstein creates in a pure silk Canton crepe.

● joseph magnin, stockton at o'farrell, san francisco • also in san mateo, palo alto, sacramento and reno, nevada • joseph magnin

● joseph magnin, stockton at o'farrell, san francisco • san mateo, palo alto, sacramento, reno

Evening in Paris
a perfume
by
BOURJOIS
NEW YORK

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J. Jolles Studios, 33 E. 33rd Street, New York 16, N. Y.

BONMOUTON*
Eitingon dyed lamb

You can face winter in a *Wintra* coat.
Because it's made of lush BONMOUTON*, the New Era fur . . .
beaver soft, nutria sleek, impervious to rain or snow.
Because it's finely tailored down to its Narco Rayon lining. At leading stores.
Styled by Town and Country Club Furs, Inc.,
540 West 58th Street, New York.

*TRADE MARK DISTINGUISHES PRODUCT OF MOTTY EITINGON, INC.

Shalimar creates these exquisite gloves with dressmaker details to complement your loveliest costumes. To assure the finest quality, Shalimar, you know, makes and finishes their own fabrics. In many colors, at fine stores everywhere.

MERRILL-CLARK-MEINIG, INC., 437 FIFTH AVENUE, NEW YORK 16, NEW YORK

Golden Arrow Perfume

made in

John Frederics America

I am sending you my
ROBERT PIGUET
PARIS
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ROBERT PIGUET

first perfume

brigand

ROBERT PIGUET PARIS

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Daytime—B and C Cups

WIRED

TO WORK

FIGURE-WONDERS

See what new comfort... what extra figure-beauty you'll get with Alene...the revolutionary new patented wired bra that defines and separates your breasts like no bra you've ever worn before. The flexible padded wire is removable for easy laundering. Moulded for your individual contours ...at leading stores...about $7.50

Removable Wire... Exclusively Alene's

*Alene

WIRED BRAS

Strapless—B and C Cups

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ALENE BRA, Inc., 148 Madison Avenue, New York 16, N.Y.
**Reg. U. S. Pat. Off. No. 2388535 and other patents pending*

Penaljo

you want *to be different,*

don't you?

PENALJO SOUBRETTS $8.95 TO $10.95 MADE BY HAMILTON, SCHEU, WALSH SHOE CO., SAINT LOUIS

Spin your dreams in a lovely Vendome gown. Created of Bur-Mil rayon, batiste and other quality fabrics.*

At fine stores everywhere $4. to $9.

Vendome Lingerie

*Reg. U. S. Pat. Off.

bienen-davis
BIENEN-DAVIS sculpts calfskin
smartly and gives it
a high, high polish
in deep chocolate brown.
Bienen-Davis

PARFUM LANDSCAPE BY L'Orlé

(PRONOUNCED "LORLAY")

Symphony in Fragrance Ensemble

CONTAINING

COLOGNE PLUS • PLASTIC MIST • BATH OIL • ORAL ESSENCE

$12.50

The Perfume

$35 • $20 • $12.50

(All prices subject to Federal Tax)

A PERFUME CREATED ONLY ONCE IN A LIFETIME

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you just know she wears them . . .
streamlined seams
in three proportioned NYLONS
McCallum and PROPPER
1 stripe if you're small
2 stripes if you're medium
3 stripes if you're tall

Harrold

HARROLD cuts a suit with shirt ease... little collar, mobile lines. Tailors it with integrity in three superb fabrics by the American Woolen Company. In the grey and white chalk-stripe shown, fancy worsteds, and solid GABARDINE in black, green, brown, grey, beige. "Talon" slide fastener. Sizes 10 to 20. Style 4671. About $[illegible]

Write for name of store nearest you.

HARROLD, 79 Fifth Avenue, New York 3.

AMERICAN WOOLEN COMPANY

As rich as real cream!

The mellow-gold color and the rich, satiny texture make you think of real country cream! That's because there's lanolin in this superb cleanser—the precious emollient that makes your skin feel so wonderful. That's why Tussy Emulsified Cleansing Cream softens and lubricates as it cleanses thoroughly. Get a jar—watch how this scientifically blended cream encourages a smoother, fresher-looking complexion. Like all Tussy preparations—at smart cosmetic counters. $1, $1.75, $3 plus tax.

TUSSY emulsified cleansing cream

Perfume for jewels .... jewels for perfume. A new note of elegance!

The perfection of Esmé Emerald creations with Green Eyes .... the perfume women envy and men cannot forget.

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JEWELS by ESMÉ

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"Suit Statuesque" in Onondaga's famous bengaline. Under $50

530 Seventh Avenue, New York 18

WRAPPED
IN LUXURY

Flatterers by Carla

. . . fashion "wrapture" by Carla . . . swathing your steps in fabulous luxury...fatal flattery...black calf flattie platform . . . black suede star-scraper, both styles. **$9.95**

SENACK SHOES • 506 N. 4th • ST. LOUIS 2, MO.

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Husch Bros. .....St. Paul, Minn.
Philipsborn.....Washington, D. C.
Sonnenfeld's.....St. Louis, Mo.
Donenfeld's Inc. ...Dayton, Ohio
Berkson's .....Kansas City, Mo.
bon Marche.....Canton, Ohio
Goldstein-Chapman's Omaha, Neb.
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Saint . . . to be loved and adored

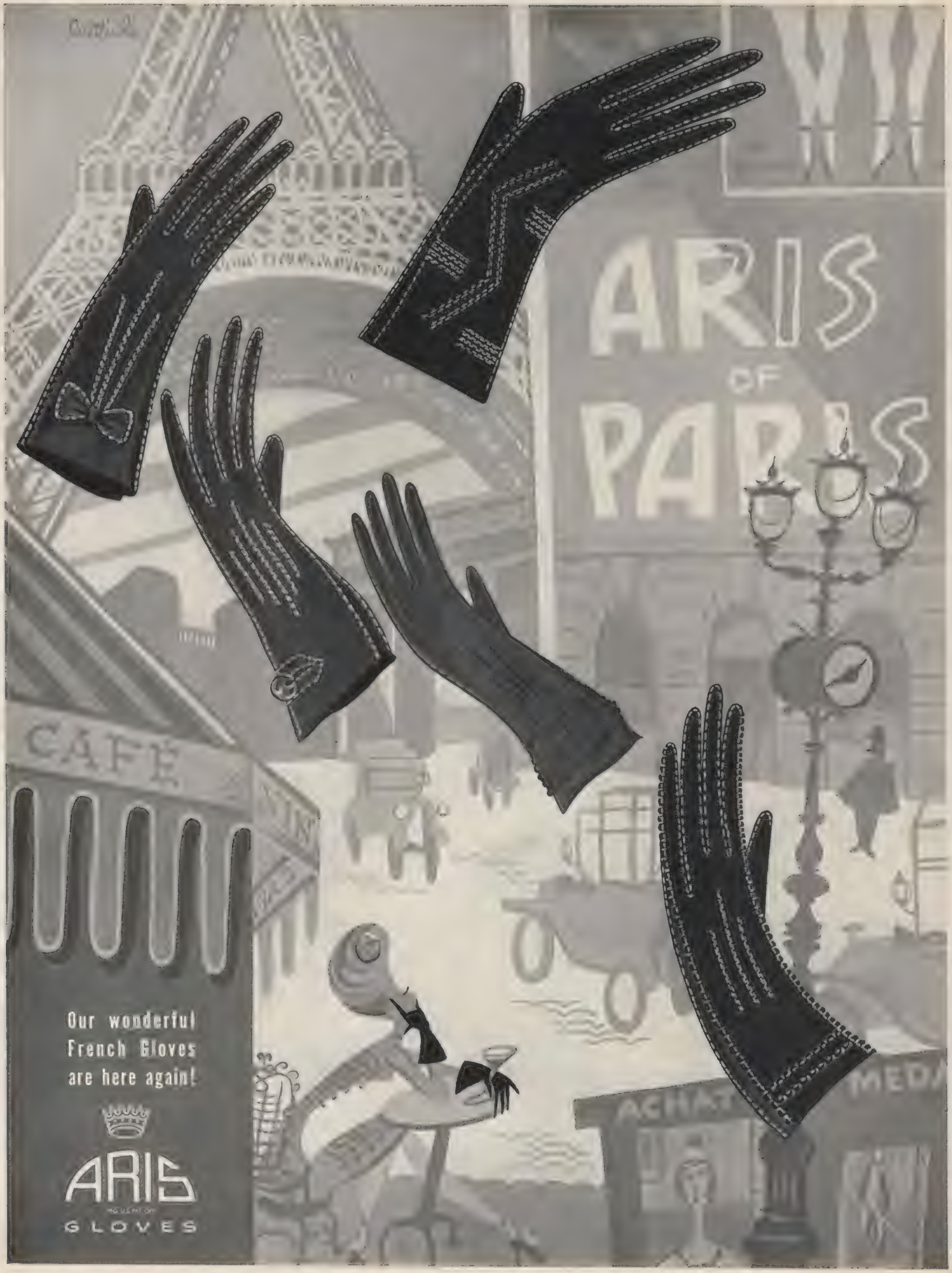
Sinner . . . as mischievous as a sidelong glance

Extacee

Lingerie for the Youthful Silhouette in sizes 9 to 15

Extacee Inc., 10 East Fortieth Street, New York City

Division of Vanity Fair Mills, Inc., *Reading, Pa*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Our wonderful
French Gloves
are here again!
ARIS
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PUTS A NEW FACE ON FASHION

Bravo
it's the strapless bra by Edith Lances
At better stores everywhere
©1946, Edith Lances Brassieres, N.Y.

oscar hayman
FABRIC MILLIKEN WOVEN

Styled for resorting...in a new fabric, crepe MATALOY...with cross-stitched bosom and matching midriff...cool pastels in sizes 10 to 16 about $30.

For the name of the store in your city write **KANE-WEILL** • 498 SEVENTH AVENUE, NEW YORK 18, N. Y.

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CORDAY
frenzy
Sensuous as the beat of the tom-tom
parfums
CORDAY
Prices: $65 $35 $18 and $10 plus tax

Matouk BEAUTIFUL EMBROIDERY...

ON SHEETS AND PILLOW CASES OF PEPPERELL PEERESS PERCALE

John Matouk, matchless designer, has taken snow white Pepperell Peeress sheets and pillow cases . . . created Slumber Blossom . . . a gay pattern of charming flower petals and tiny stems . . . hem embroidery like the finest of handwork. Lovely to the eyes . . . exquisite to the touch . . . a Pepperell Peeress sheet with matching pillow cases is percale as only a dream would have it. Lustrous beyond the believable, because an *extra* step of combing goes into every piece of longer-staple cotton . . . spun of ever so fine threads . . . to make these slumber-inviting sheets and pillow cases.

Each embroidered Pepperell Peeress sheet 90" x 108" is tucked in a gift box with two matching pillow cases (or you may have two sheets 72" x 108" with matching pillow cases) to make a very special someone . . . very happy!

FOR SALE AT THESE FINE STORES

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More Women Know Pepperell Than Any Other Sheets

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ENCORE... for fashion witchery

Fabric magic for memorable occasions. Rich rayon faille crepe, distinguished by an exceptionally delicate texture. A couturier choice for afternoon and evening. By the yard, or in better fashions. at all fine stores.

a Rosewood* fabric

means quality without compromise

J. ROSENHOLZ, INC. 1410 BROADWAY, NEW YORK 18, N. Y.

Pendant trimming accents the shoulders and peplum . . . in Kaluki, a new rayon crepe by Oscar Hayman.*

**The Hayman Fabric shown is MILLIKEN Woven*

Arthur Weiss
ORIGINAL
CHICAGO, ILLINOIS

*Dwalyne lingerie – night-and-day dreams of precious finery, enchantingly stitched by hand – befittingly designed for your new silhouette. Dwalyne is fashioned of *Bur-mil rayon crepe – gifted throughout with the air of costly refinement!*

–As Featured at BERGDORF GOODMAN

Dwalyne

* Reg. U. S. Pat. Off.

hand made

LINGERIE

MADE OF BUR-MIL QUALITY RAYON CREPE

Lovely Lilees—all ways!

You'll be lovin' it—all ways,
Here's a perfect fit—all ways,
Charming underprop for a halter top,
Lilees is co-op—all ways!

Lovely by design—all ways,
Follows any line—all ways,
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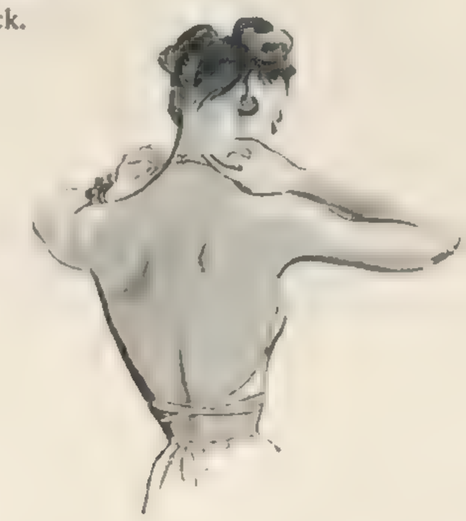

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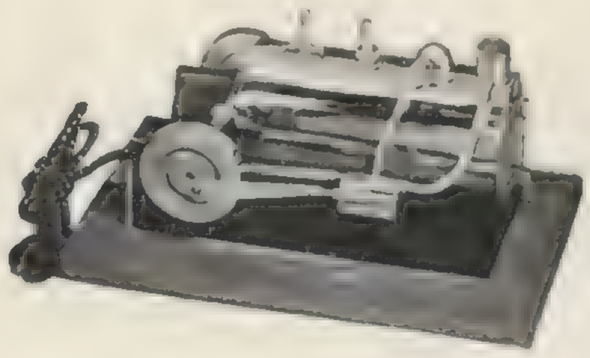

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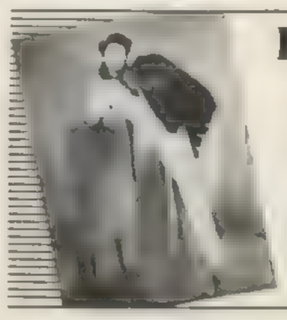

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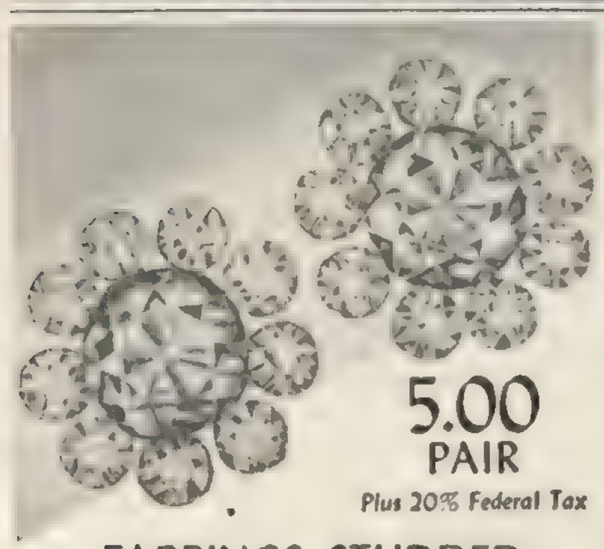

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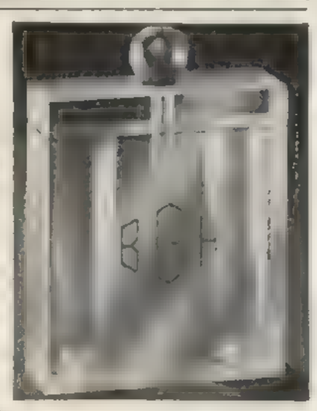

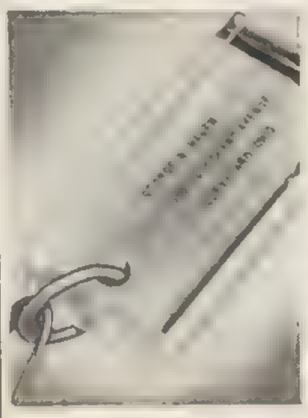

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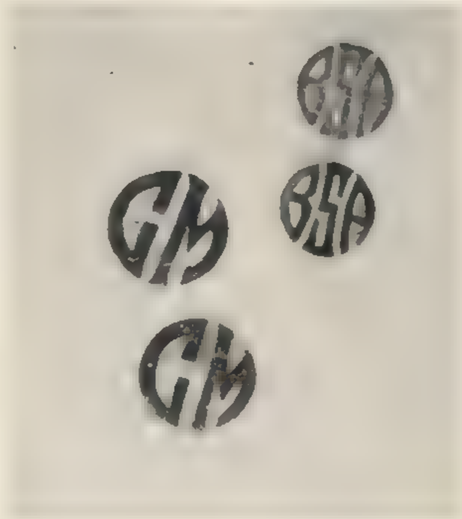

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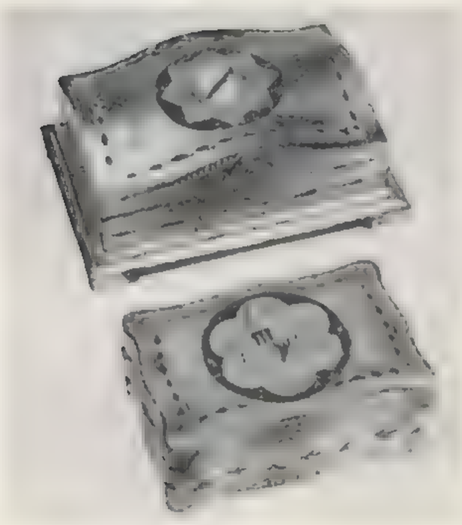

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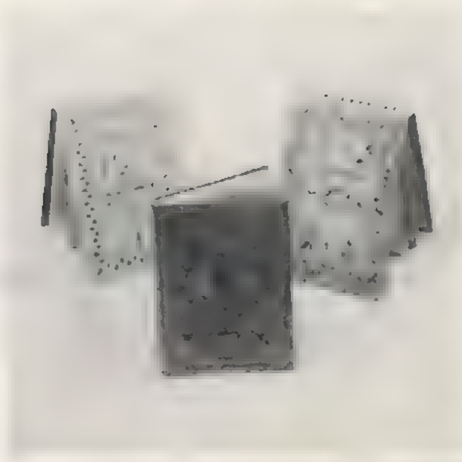

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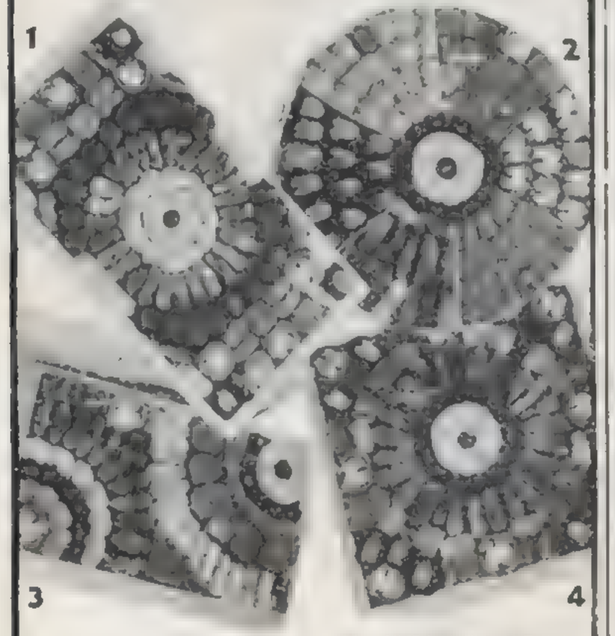

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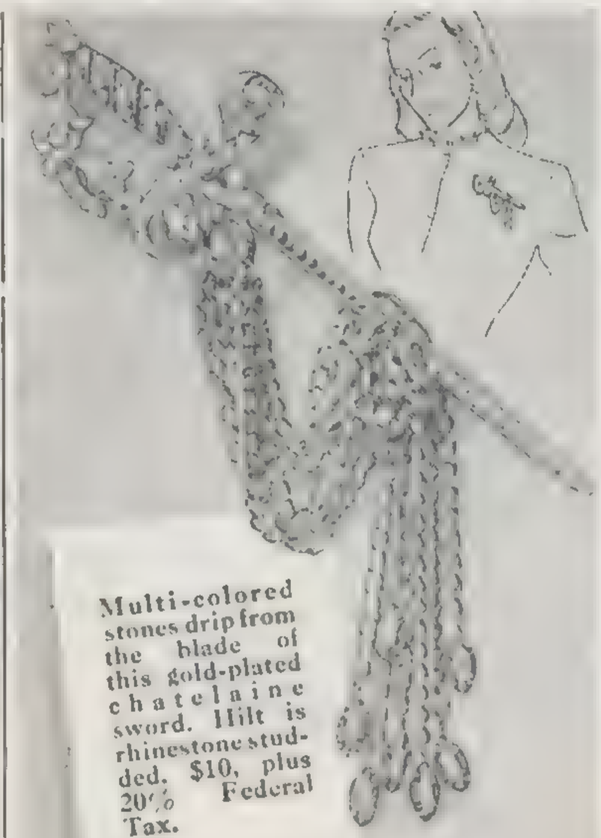

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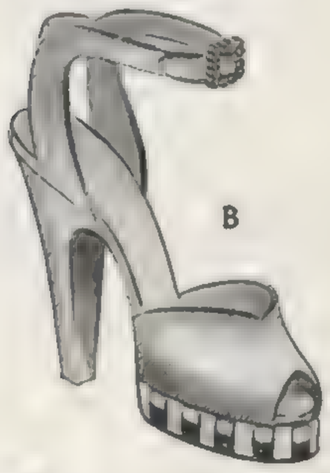
Winter Party

evening shoes

Night-time splendor, high on a gleaming platform!
(A) White satin 22.95. Black satin with gold or silver kid platform 24.95. Paisley brocade with gold kid platform 27.95.
(B) Exciting newcomer! Black or white satin brocade, the platform striped with golden kid.
Mail orders—indeed! Do add 25c for handling.



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Dynamic 2-for-1 Value!

IT'S A HASSOCK

Brilliantly designed "REGINA" hassock. Comes in Cream, Maroon, Brown, Blue, and Green Leatherette. Hand-painted designs in smooth blending colors. Comfortably padded, strongly constructed. Stands 14½" high, 18" wide and 14½" deep.

IT'S A RECORD HOLDER

Just lift the top of the hassock *and Presto*—space for over 100 10" or 12" records. Specially designed piano-hinge cover. A numbered card folder protects and identifies each record. Numbered index with title spaces on inside cover.

$12.95 F.O.B., N.Y.

If in N. Y. C. add 2% Sales tax
Send mail orders to
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Dynamic ELECTRONICS—NEW YORK, INC.
37 West 57th St.
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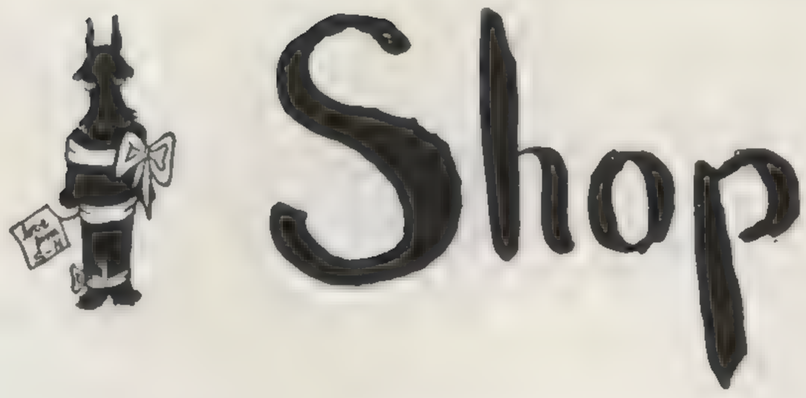
Manuel will again create his famous coiffures on two continents; is in Paris now to re-open his salon at 5 Rue Gauget, Paris 14 *(above)*
In New York—988 Second Ave.



You can't lose the cap to this lipstick, any more than Western Union can lose its pencils, for the top is chained very prettily and expediently to the case. You can swivel it with one hand, and you can thank Charles of the Ritz for the convenience. The Chatelaine Lipstick, two dollars, plus tax, at B. Altman & Co., 5th Ave. at 34th Street.

Custom sandals. Handsome for winter evenings—with slacks, or a long at-home dress. This one is black suède with a gold-plated buckle, but it and its mate can be had in almost any material, any colour. Made to order in about ten days, at Stylecraft, 1040 Lexington Avenue, N. Y. And oh, $30.

Lola Gowns
29 EAST 54th STREET
857 MADISON AVE.,
Corner 71st St.
NEW YORK CITY
FEATURING CLOTHES FOR THE AMERICAN GIRL AND WOMAN BY FAMOUS AMERICAN DESIGNERS

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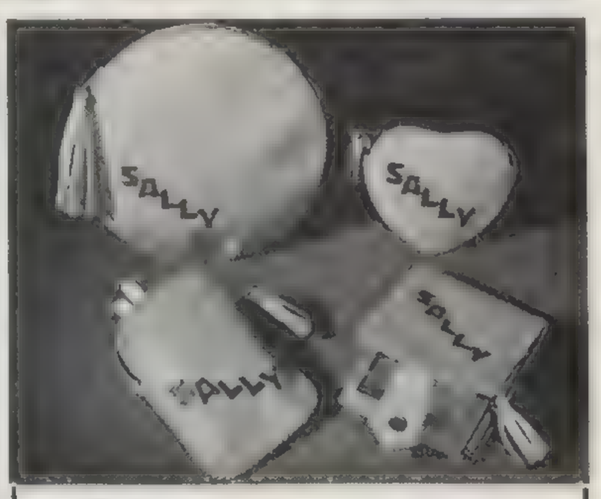
Designer of Hats. . .
23½ East 61st Street, N.Y.C.



Chic PERSONALIZED PURSE ACCESSORIES

Glamourize your purse with these matched accessories; round cosmetic bag, $2.35; wallet, with safety fastener, holds 8 photos, $3.35; cigarette case (or change purse) at $1.35. Luxurious leather, smartly hand-stitched. All with zippers. Your first name or initials appliquéd in contrasting color. Black with red trim; red with black; navy with red; black with gold; beige with green; or brown with green.

Zipper change purse may be substituted for cigarette case.

3-piece set $6.95
We pay Fed. Tax & Postage.
MAIL ORDERS FILLED.
Send check or money order.

CROWN CRAFT PRODUCTS
246 Fifth Ave. (Dept. V-11) N. Y. 1

Hound

...gives himself away

Remember Susie? Children love to read letters—but why yours (or mine) when they can read their own, sent by Susie Cucumber, the dog who writes weekly epistles for moppets three to eight? Susie wears ribbons around her neck, and is a very well-mannered dog (or so she says). Her influence has so far proved to be admirable on the child who has not yet reached the stage when he tears up his mail without opening it. The first set is $5 for Susie's book and twenty-eight letters. For Susie's old friends there are her new Red Letters—$3, for a sixteen-week series, including eight colouring books, and one box of crayons. Write to Susie Cucumber at Box 211, RFD #1, Alexandria, Virginia, enclosing your child's (niece or grandchild) name and address.

New look to *alliances*. Shop Hound likes wedding rings that are big enough to look decisive, handsome enough to light up a wedded finger. On the hand, the ring is engine-turned gold, $65. The heavy gold tube (wonderful on a long and slender hand) is $85. Others, $45 to $300, all tax inc. Temple, 732 5th Ave.

Ice Bucket

THAT STAYS THE LIFE OF THE PARTY!

#29—No ordinary ice bucket! This good-sized wonder has a *VACUUM-INSULATED* glass liner that keeps your ice cubes in "party trim" for many gay hours! Handsome, too, in its gleaming dress jacket of hammered aluminum! Fine to keep food or liquids deliciously hot or cold. Overall height 8½", width 7½". Limited quantities.

Prepaid **$15.95**

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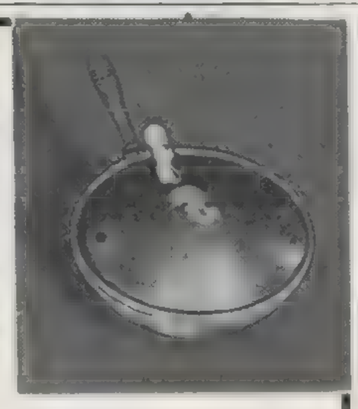
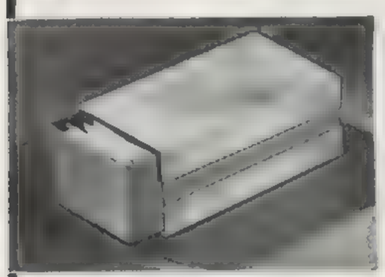


SILENT BUTLER. The handsome sheen of this silver silent butler will set off your mantel or end table when not in use. Put it to work serving hot dishes . . . Its original purpose, you know, or for the more menial task of collecting ashes. Heavily silverplated with polished hardwood handle. $11.50 including tax.



SILVER MATCH COVER. A Lion Rampant crest is engraved on this handsome holder for kitchen size matches. It's silver plated on copper. No more acceptable gift for a pipe-smoking man, or for the particular hostess. $7.50 including tax and postage.

Write for Catalogue V-116

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Say "Merry Christmas" with these Socially Correct

"Tradition House" STEEL-ENGRAVED ETCHINGS

Individually Water-Colored

12 beautiful scenes by 12 famous artists! Individually water-colored for added distinction. Handsome panelled folders of fine, antique, double-weight paper with matching envelopes. Attractive box features steel engraving on cover.

BOX OF 12 CARDS.....$2.00
BOX OF 50 CARDS.....$7.00
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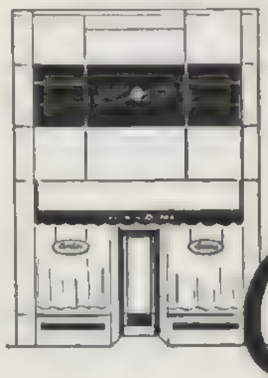
We pay the postage!

TRADITION HOUSE

BOX B-2, STATION A, FLUSHING, N. Y.



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ROBECHANELL original

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The Union, Columbus 15, Ohio
Send me Bouffant Bag in ☐ Faille ☐ Broadcloth. Check enclosed.

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. . . of traditional Bournefield quality, enhanced with eyelet embroidery . . . soft, white, closely woven, long lasting . . . launder like a dream. Just what you've been searching for.

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Shop

The cloche and the fit. Both are important, each is necessary to the other. Helene Adams (21 E. 55) can give you both—a custom-made cloche for the happy price of $35. Full brown ostrich feathers have sprouted beside this one, in imported felt. All, in almost any colour. Cloche coiffure by John Hall. 26 E. 56th Street.

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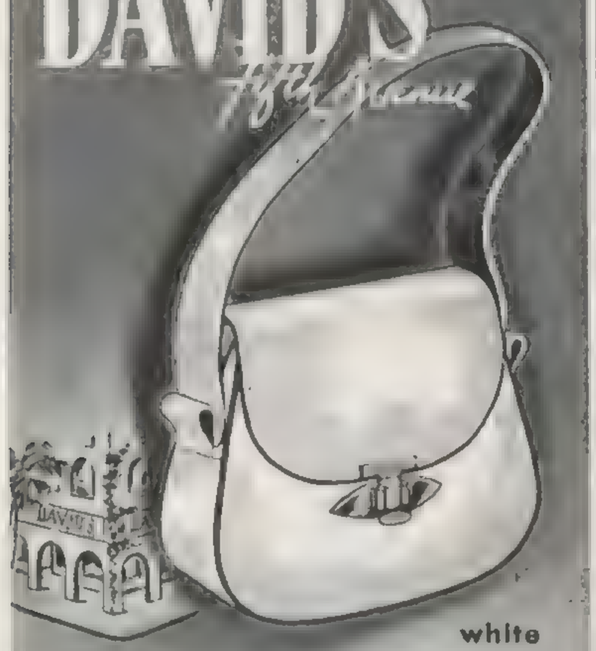

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. . . inspired by our southern shops. David's bench made original in lizard grain calf. White, black, brown, fiesta wine. 28.50

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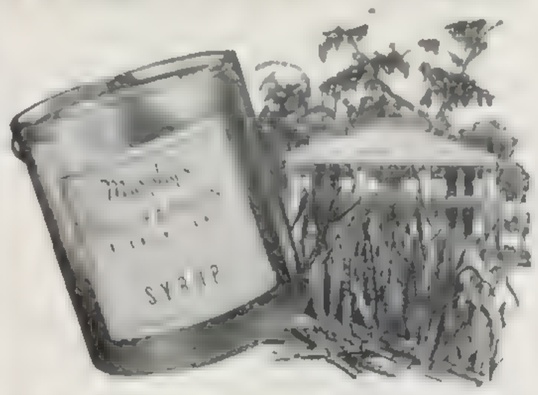

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$2.25 FOR No. 10 CAN

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Write for prices on cases by freight.

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A Double Holiday Gift

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Also a limited number of 3 lb. pine packers of dates available for only $3.95

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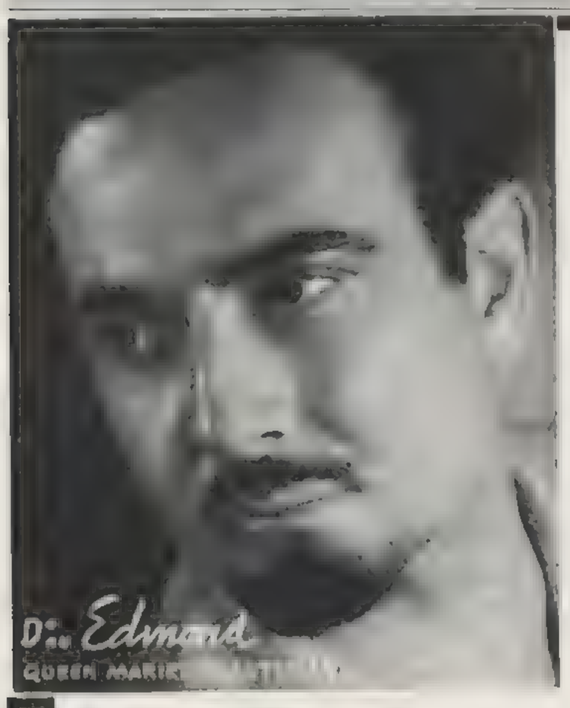

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Hound

...gives himself away

Clambering angels. These look positively *dégagé* as they clasp the candles of a Christmas centrepiece. All very pretty set in white star candle bases, sprinkled with golden or silvery glitter. A pair of boy and girl angels cost $5 (they fit on any size candles). The stars are also $5 the pair, postage included. To be found at Carole Stupell, 507 Madison Avenue, N. Y.

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Something new in gold. This bracelet gleams like cut topaz...is actually made of 14-karat links faceted and polished like real jewels. All this is due to a machinery process once used for radar parts, now for gold jewellery. By Sparkes. At Brand-Chatillon; 703 5th. $490 tax included.

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Frozen foods stay frozen for six hours in these Stay-Freze Carriers, thanks to their Fiber-glas inter-lining. Made of pliable, non-cracking Fabrikoid, with sanitary, moisture-proof lining—they make good-looking and *practical* shopping accessories. Drawstring, 14" deep, opens to 20", **6.75.** Zipper-closed satchel: 13" long, 7½" deep, 4" wide, **7.50;** 16" x 8" x 5¼", **9.00**

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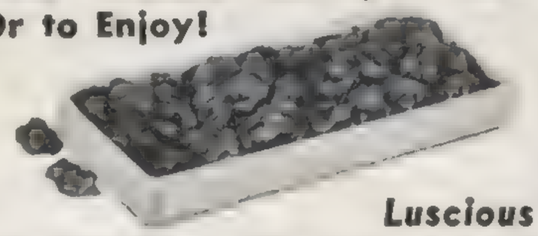

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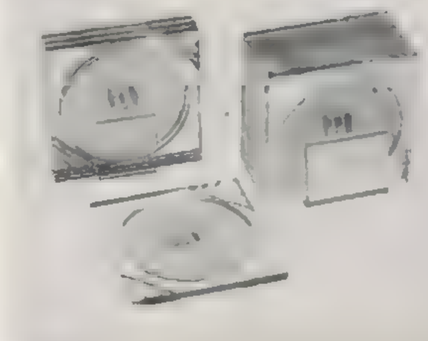
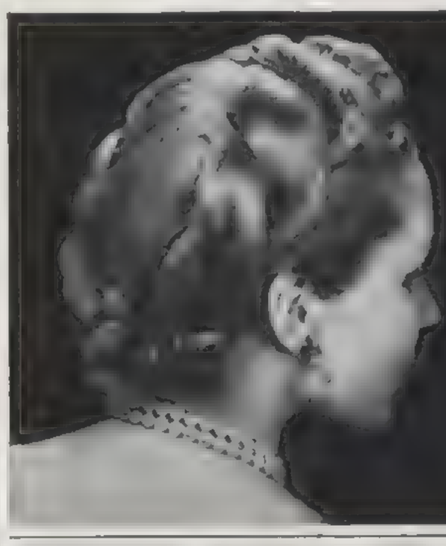
To serve with a drink; these coasters, made of unbreakable Plexiglas, keep the rings off your table...have a glass-well for initials (blue or gold), deep enough (⅛ in.) to hold any glass steadily. They come neatly clipped together; Four $3.95. Eight $7.85. McCutcheon; 49th St. & Fifth.





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This authentic replica of an antique letter rack is letter perfect for mail or for a small plant. Charming when hung on a wall or decorating a table or desk. Removable copper liner in the lacquered solid brass rack. 10" long x 7¾" high x 2½" deep. A perfect gift!
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Luxuries, yes—big, solid copper all-purpose trays with particularly beautiful embossed roses. Antiqued copper, in a glowing color! Set of two $6.50. $3.50 ea.
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Hound

...gives himself away

Everything for Christmas packages—centrepieces, wreaths for the door, and wonderful bright nonsense to hang on the tree. Mr. Lee Grimes of the White Christmas shop will build a centrepiece for you with jewel-like Christmas flowers, edged in copper, or a small coiled wire tree with mirror stars. He has a nice collection of embossed foil wrapping papers in gold, silver, and pastel shades ($2.50 for a 25 foot roll). There's golden cellophane braid to tie packages, and Christmas tree ornaments in strange and lovely colours. We particularly liked the silvered glass candles (10" high) that don't light, but are unfunctionally handsome. These also in golden, and pastel colours, cost 75 cents each. White Christmas is at the Eve Brueser Studio, 22 W. 38th St., N. Y.

BAKER

100% proof. Tole tray proofed against water stains and liquor marks. Hand-painted in a wonderful series of designs (birds, flowers, and leaves). 24½" in diameter. The stand of gracefully wrought iron has rubber suction cups on the feet. 19½" high. $45. Bergdorf Goodman's Gift Shop.

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THE RADIO — a well constructed set embodying Electromatic's Coluratone Audio-Amplifier System which permits the reproduction of tones that are lost in ordinary sets.

THE RECORD PLAYER — precision built and fully automatic to play ten 12" records or twelve 10" records.

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Delicacies for Your Holiday Entertaining

OLD ENGLISH BRANDIED FRUIT CAKE. The finest ingredients aged in brandy. *1 lb., $1.40 each; 3 for $4.15; 2 lb., $2.80 each; 3 for $8.35.*

BRANDIED PEACHES. In a heavily brandied pure sugar syrup. *18 oz., 3 for $3.50; $13.75 per dozen.* Brandied Apricots and Pears at the same price.

QUAINT AMERICAN MINCEMEAT. Finest ingredients mellowed in rum. *2 lb. jar, 3 for $2.65; $10.40 per dozen.*

SMOKED MUSSELS. A zestful, delicious appetizer. *5¾ oz. jar. 3 for $2.10; $8.25 per dozen.*

FRUIT CAKE BITS. Rich blend of nuts, raisins, spices, brandied. 40 individual cakes cupped in tin foil. A grand gift. *Box, $4. each; 3 for $11.50.*

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OLD ENGLISH PLUM PUDDING. Only the richest and best ingredients and fine old brandy. *1 lb., $1.75 each; 3 lb., $5.25.*

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461 Park Ave. New York 22, N. Y.

EVENING STAR by *Coro*

Dazzling beauty in a brilliant star-bright necklace, pin and earring set. Richly elegant snake chain holds the detachable pendant pin. *Pearls and rhinestones on gold metal finish.

Earrings (pair)	$4.80
Necklace	6.60
Chatelaine (not shown)	8.40
Bracelet (not shown)	6.60

Prices include Federal tax and postage.

*Simulated Order by mail.

ROHART

20 West 47th Street - Room 502
New York 19, N. Y.

AMAZING GROWING GIFT!

Pat. Appl'd. for

New!* PADDY *Evergreen Tree

CHILDREN, grown-ups, shut-ins—everyone who loves something fresh, green and growing will adore the Paddy Evergreen Tree. This lovely pottery—made from a *rare* clay of unusual water absorbent qualities—grows a rich, verdant grass covering that can be replanted time after time. Silver painted Christmas star is removable, so that tree can be enjoyed as a table decoration or house plant throughout the year. Full ten inches from base to top of star. Mailed complete with special seed, $1.50 postpaid if money with order—or we will ship C.O.D. plus postage and C.O.D. charges. *Money back guarantee!*

PADDY NOVELTY CO.

16 Washington Ave., Goliad, Texas

YEAR-ROUND FUN FOR EVERYONE!

Marchal

JEWELERS

719 FIFTH AVENUE • NEW YORK 22

Jewelled Sophistication!

14K Gold, fashionably dressed in precious jewels . . . elegant touch of feminine good taste. Engraved pillbox set with rubies, $80. Graceful cigarette holders, set with rubies: Hexagon, $150; Round, $85. Engraved disc for necklace or bracelet, set with diamond, rubies, sapphires and turquoises, $125. Prices include 20% Federal Tax.

Gift brochure on request. Mail orders promptly filled.

ORANGES • GRAPEFRUIT • CHOICE OF THE TREE •

EXPRESS PREPAID EAST OF MISSISSIPPI RIVER

FULL BOX DeLuxe (1⅗ bu.) mixed oranges and grapefruit $14.00

HALF BOX DeLuxe (⅘ bu.) mixed oranges and grapefruit $9.75

The above also contain 1 lb. each of Orange Marmalade, Guava Jelly, Orange Blossom Honey and Fruit Cake

FULL BOX Standard. Mixed $9.00

HALF BOX Standard. Mixed $5.00

HALF BUSHEL DeLuxe. Mixed
Also contains 1 lb. Orange Marmalade, 1 lb. Orange Blossom Honey, ½ lb. Fruit Cake $6.50

HALF BUSHEL Standard. Mixed $3.50

For Western states add $1.00 for whole box; 60c for half box; 40c for half bushel.

SHIPPING SEASON DEC. 1 TO MAY 15

Picked from our own groves . . . the best on the trees especially selected and packed for you or as gifts. Rushed by fast express, reaching you as nearly nature-fresh as possible.

BOX A MONTH FOR SIX MONTHS
(Payable in advance)
6 FULL BOXES Standard $50.00
6 HALF BOXES Standard $28.00
(Also 3 months shipments)

For Western states add $6.00 for whole boxes; $3.60 for half boxes.

State whether all oranges, grapefruit, or mixed.

No shipments outside U. S. proper, or to California, Texas, and Arizona.

Enclose check or money order designating when and to whom you wish shipments made.

Attractive Greeting Card sent if desired

SEND FOR FOLDER ON OTHER ITEMS AND GIFTS

TAYLOR GROVES AND FRUIT PRODUCTS
Box 763 Winter Haven, Florida

Shop

Second sight. If you've found yourself at a football game with only your reading glasses to see by—you might like a case that holds two pairs of spectacles (any size but the giant ones). It comes in almost any two colours (red and black, green and navy...). Morocco ($4), felt ($2), or alligator ($12). To be found at Lugene. 604 Madison Ave., New York.

Diamond jewels. Clips to be worn everywhere as your personal identification. All very graceful, very wonderful, all in the fabulous-to-own class. 18-karat gold, with 32 round diamonds set in platinum. (One is handsome as *the* single jewel.) $1150, each clip, inc. tax. Frank Hartley, 1 East 57 Street, N. Y.

Penguin Pet

Penguin Pin $10.00
Matching Earrings ..... $ 5.95
(plus 20% Fed. Tax)

He's a handsome fellow with breast of gleaming rhinestones and gold plated sterling coat. Write for FREE Costume Jewelry Catalog.

MAIL ORDERS FILLED PROMPTLY

GERLOU FIFTH AVENUE
501 Fifth Avenue • New York 17, N.Y.

Exciting Sample Hats

Matty's-Lotty's
64 E. 55 St.
N. Y. C.

PENNSYLVANIA DUTCH MATS and COASTERS

A Charming Christmas Gift

Quaint Pennsylvania Dutch designs reproduced in rich colors on durable, lacquered mats and coasters.

Heart, Bird, Flower Design (shown)
#105—Set of 6 Place Mats $1.00
#125—Set of 6 smaller Mats and 6 Coasters $1.00

Amish Family Design
#108—Set of 6 Place Mats $1.00
#128—Set of 6 smaller Mats and 6 Coasters $1.00

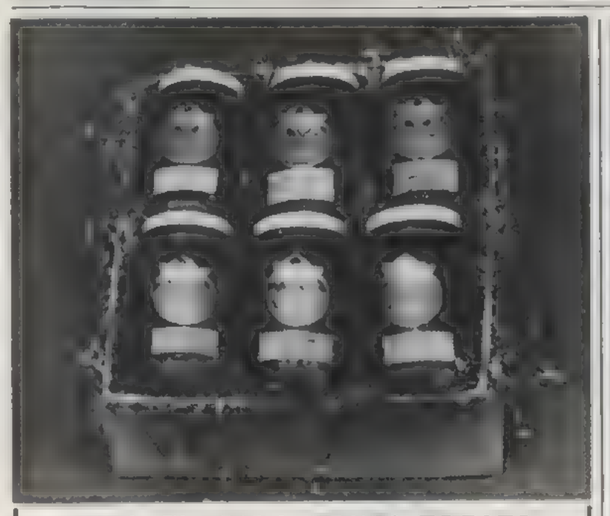
Combination of #105 and #125 or #108 and #128 provides very attractive 18-piece table setting.

Minimum order to one address, $2.00 postpaid. Specify by number.

R. W. CUMMINGS, INC., Lancaster 5, Pa.

Exquisite cover watch wrought in 14 Kt. Gold.
$500*
*Federal Tax Included
Mail Orders Filled

TOURNEAU
Watches
431 MADISON AVE. at 49th ST., NEW YORK



IVES FLORIDA FRUIT TREATS

The ideal Christmas gift containing six 1-lb. jars of IVES flavor-packed Guava Jelly, Orange-Cherry Marmalade, Papaya Preserves, Orange Blossom Honey, Tangerine Marmalade, and Grapefruit Marmalade. Gift wrapped.

$4.40 delivered in U. S. A.

Kindly send remittance with order. Circular of other packages furnished on request.

Howard Preserving Co.
Dept. V
Little River Sta., Miami 38, Fla.

Makers of Art
Hair Pieces
FOR PARTLY or all BALD SCALPS!
Invisible Inside Transformations for young ladies.
Our 32 years of experience have made many disappointed people happy again.
CHARLES & ERNEST, Inc.
109 E. 47th St., N. Y. - WI. 2-5571

Hound

...gives himself away

Multiple strands. The news is in many, many strands of pearls, filling in your neckline. These pseudo-pearls can be worn long as you see, or short, by detaching the strands at back (you can wear *them* as a bracelet). All held together by two rhinestone clasps. The three-strand necklace, $30; the four-strand, $37.50 plus tax. La Marquise. Macy's Little Shop.

Breakfast in bed happens to some of us some of the time. And this tray set can make it doubly enticing. Hand-loomed and embroidered in quiet morning colours: natural with yellow, blue or green, all natural or all white. Pure linen. By Marghab at Georg Jensen. 667 Fifth Avenue, New York 22.

BARRETT

Personalized "BLUE TULIP"

For Xmas Giving "Blue Tulip"—a watercolor creation by José Uambo—reflects a new and different charm never before brought to personalized writing paper. Anyone receiving a box will be charmed by its loveliness and will thrill at *your* originality and good taste in selecting it. The graceful "Blue Tulip" motif is rendered in pale lemon and royal blue on parchment-like paper (envelope lining, too). Your choice of three paper tints: seashell pink, white or heavenly blue. Name and address in matching royal blue on both paper and envelopes. Attractive box of 96 sheets and 48 envelopes beautifully gift wrapped in colorfully designed cellophane—$3.50. Order from:

HOUSE OF KENT DEPT. H, 60 STATE ST. BOSTON, MASS.

GLAMOROUS WRAPPINGS FOR YOUR CHRISTMAS GIFTS

NALCO

De Luxe
CHRISTMAS GIFT WRAPPING KIT

Makes it EASY for you to wrap your gifts magnificently. Kit contains: Eight sheets of wide, heavyweight coated papers each 26" x 36" in four gorgeous designs, *and* four sheets of snowy-white tissue paper. A bulging packet of metallic Christmas seals; colored stickers and tags plus four bolts of brilliantly colored tying ribbons complete the kit.

Send $2.00 NOW (no C.O.D.'s) for complete Kit postpaid.

nalco, INC. 203-5 E. 18th STREET NEW YORK 3, N. Y.

Personal **PHOTO** *Christmas Cards*

FROM YOUR OWN FAVORITE SNAPSHOT

Christmas cards that will be cherished long after Christmas has passed . . . made from your favorite negative *for as little as four cents apiece!* Yes, your newly designed personal photographic Christmas cards *actually cost* less than ordinary store cards!

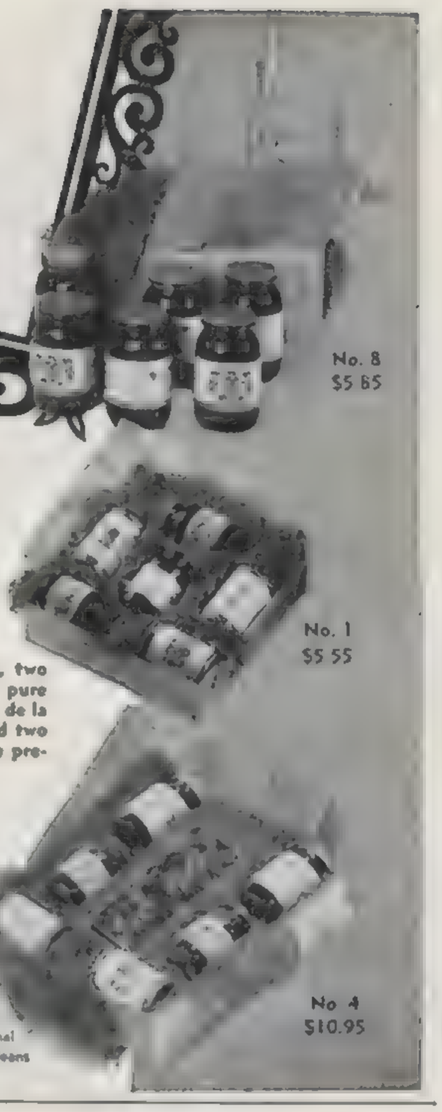
25 FOR $1.00 Including Envelopes

Free Sample . . . Try before you buy! Send us your negative with three cents in coin or stamps for return postage. We will send you a *free sample* Yulecard made from your negative and our illustrated booklet showing a wide choice of greetings and designs. Your negative will be returned with your sample.

Send 6¢ for 1*st class* return postage. Free offer expires December 1.

YULECARDS • Box 310-14, Quincy, Mass.

Delicacies for gifts from old New Orleans



No. 8—$5.85—Carton of six 1-lb. jars Fraise de la Louisiane, (pure strawberry preserves). The delicious natural flavor of the freshly picked Louisiana strawberry captured and retained.
No. 8B—$11.20—Case of 12 1-lb. jars Fraise de la Louisiane.
No. 8C—$21.00—Case of 24 1-lb. jars Fraise de la Louisiane.

No. 1—$5.55—Three 1-lb. jars Fraise de la Louisiane, (pure strawberry preserves) and three 14-oz. tins of Figue de la Louisiane (pure preserved petite figs).

No. 7—$5.00— 3-lb. Creole Fruit Cake—75% of its weight in fruits and nuts—three times usual quantity of pecans and almonds—richly mellowed in Brandy and Sherry Wine.

No. 7 $5.00

No. 4—$10.95—3-lb. Creole Fruit Cake, two 16-oz. jars Sirop Plantage (open kettle pure Louisiana cane syrup), two 1-lb. jars Fraise de la Louisiane (pure strawberry preserves) and two 14-oz. tins of Figue de la Louisiane (pure preserved petite figs).

Creole Delicacies, Inc.
632 SAINT PETER STREET
NEW ORLEANS 16, LOUISIANA
SAFE DELIVERY GUARANTEED
Sorry, no C. O. D.'s
Prices include prepaid express charges.

Bank Reference Whitney National Bank, New Orleans

Ahh—That's For Me!

Big-time success blouse, and what a humdinger 'tis! Beautiful cotton with fine open work up top. Choice of black, blue, white or party pink. Sizes 30-38—and she washes like a hankie!.....$10.95

Mail orders? Indeed! Add 25c for postage. Booklet of blouses on request.

Albert George

DEPT. VN, 679 FIFTH AVENUE, NEW YORK 22, NY

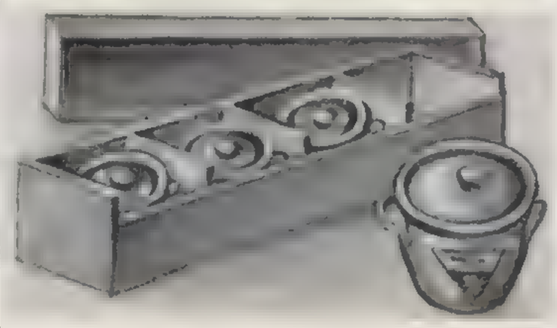
WHERE BEAUTY IS *Personalized*

Your permanent, so deep, long-lasting—
Your haircolor, beautifully tinted—
Your coiffure, exquisitely styled—

George Kremer HAIRDRESSER

9 EAST 45th ST., N. Y. C. VA 6-1540

Delicacies for the Holidays



Here indeed is an epicurean treat for your favorite hostess or for your own table. This handsome box of 4 colored crocks contains Roquefort in sherry; Edam in sauternes; Cheddar in port and Gorgonzola in brandy. Complete set $7.25 prepaid in U.S.A.

Fresh Russian Caviar	per lb.	$20.00
Imported French Pate de Foie Gras	per lb.	12.00
Imported Portuguese Sardines	¼ tin	.45
Olives stuffed with Anchovies	pint	1.00
Anchovies in Olive Oil	7 oz.	1.00
Green Turtle Soup with Sherry	3 qts.	2.00
Pheasant a la Newburg	10½ oz.	1.50
Wild Turkey a la King	10½ oz.	1.50
Game Sauce	14 oz.	1.90
Salted Nuts Assorted	per lb.	2.00

Fruit Cake, prepared exclusively for Vendome
1 lb. $2.25, 2 lbs. $4.25, 3 lbs. $6.50

Plum Pudding, prepared exclusively for Vendome
1 lb. $1.50, 2 lbs. $2.75, 3 lbs. $4.25

Brandied Fruits: Peaches, Pears or Apricots pts. $1.40 qts. $2.50

Gift Baskets for Thanksgiving and Xmas $7.50 and up

shipping charges collect

VENDOME

Dept. V-11
415 MADISON AVE. NEW YORK 17
Wickersham 2-2224

A heavenly blouse, dramatically hand-painted in rich, glowing colors . . . accented in just the right places with hand-sewn, dazzling sequins and beading. Superb, snow white, or dusty black crepe. Sizes 32 to 38.

$16.75 prepaid

Mail Orders Promptly Filled

Please specify sizes and colors. Send check or money order to

WINROB

STUDIOS

20 West 57th St., N. Y. 19, N. Y.

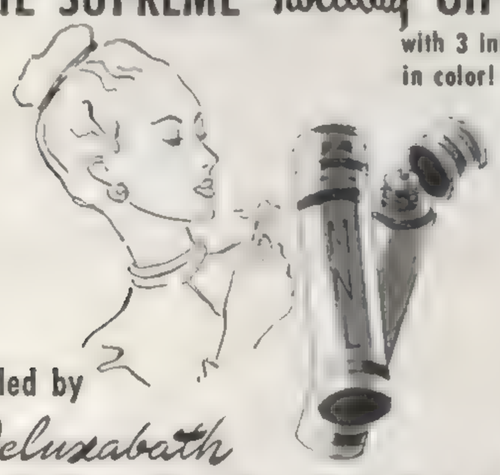
Shop

The House on 52nd Street—Scandia House to be exact, believes in helping you to beauty in unhurried but efficient surroundings. Behind Scandia's town-house façade there are smooth-running facilities for almost every type of beauty treatment you may need. For instance: there is Mr. Casatta to give you a flattering coiffure; Miss Rogers to, comfortably and privately, defuzz you of arm or leg hair; and Miss Morrisey to give you a magnificent facial. Scandia uses their own excellent beauty preparations for facials and body massage and you will probably find yourself taking home Creme Rose, a satin smooth all-purpose cleanser. And if you should be at Scandia in the afternoon you can have tea in the salon or out on a tiny terrace in back. 44 East 52nd.

Flaming subjects. Bellows to ornament your hearth, and, incidentally, to keep everything bright and burning. These are of hand-carved mahogany, brass tipped and studded—leather between. Two designs, one a dog, the other a classic urn. 22 inches long. $14.50 each at Scully and Scully, 506 Park.

THE SUPREME holiday GIFT

with 3 initials in color!



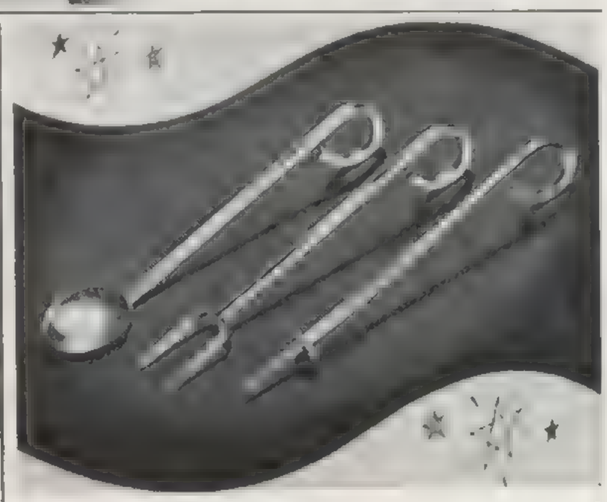
styled by Deluxabath

DRAM-O-MATIC

A dramatic fashion for everyday purse and travel. Holds one dram of your favorite perfume, hand lotion, dry perfume or face powder. Silver colored metal. Leakproof, rust-proof . . . refillable. Precision made press button release. **Mechanically guaranteed forever.** Ideal Bridge, Party Favor, Employees' Gift.

Send check or money order, state 3 initials desired. Immediate delivery!
with initials .....$1.50 post paid
without initials.....$1.25 post paid

Annabelle's 610 N. Michigan Chicago 11



Christmas Trio for Your Favorite Hostess

Show your gratitude *and* your flair for the original by giving her this bright little party set! Pickle spear, lemon fork and relish spoon are handwrought from gleaming Sterling Silver and so tastefully designed they'll harmonize with any table setting.

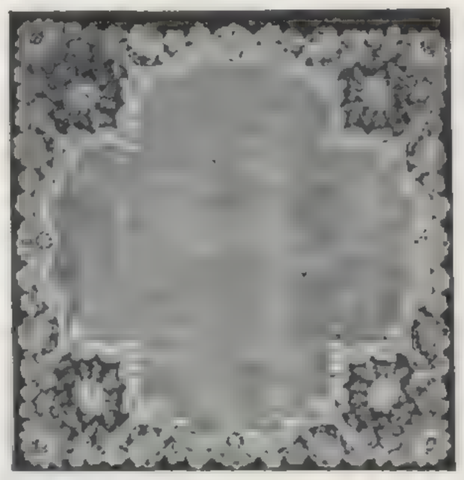
$4.20 each $12.00 for the set

Postpaid • Tax Included

LEONORE DOSKOW

SILVERSMITH

BOX VN-1 • MONTROSE, N. Y.



The Real Lace Shop

CONNOISSEURS and SPECIALISTS of WEDDING VEILS, FLOUNCES, MANTILLAS, CORONETS, HANDKERCHIEFS and EDGINGS.

Special care given to fine mending and restoration of lace for bridal and personal household use.

LACES & FINE LINENS PURCHASED

The Real Lace Shop

556 MADISON AVE., NEW YORK 22, N. Y. PL. 8-1783

Perfumette TRADE MARK REG. U.S. PAT. OFF.

Clever featherweight (1-oz.) purse atomizer that resembles cigarette lighter. Artfully sprays a fine mist of your favorite scent at the touch of a button. Holds ⅞ dram and is leakproof. Satiny chromelike finish of everlasting beauty. A rich-looking gift.

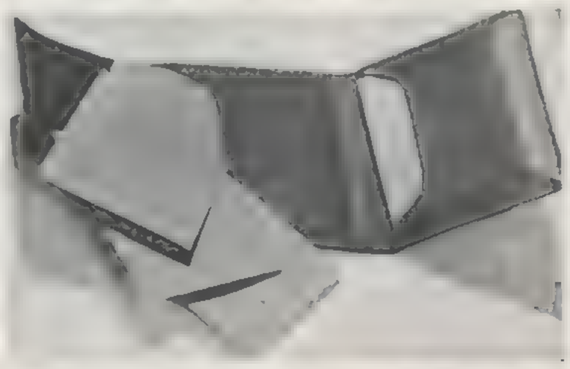
$5 postpaid no Fed. tax, no c. o. d.'s Monograms, 50c per initial

(underscore last initial when ordering)

SEND CHECK OR MONEY ORDER TO DEPT. V-111

The Shopper Co. 307 Fifth Ave., New York 16, N. Y.

INSTANT LATHER LEAVES



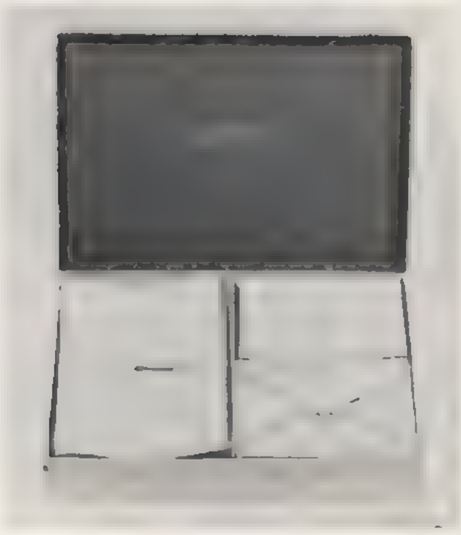
Wet hands and 1 Paper-Thin Leaf Gives Sudsy-Soap Lather—INSTANTLY!

A pocket-sized, top-grain, genuine leather case totin' 100 unique wash-ups—One thin leaf froths up enough lather for hands, face, neck, ears—with some left over! Ideal thank-you gift for your hostess, secretary—for yourself when you travel! Brown, blue or red with 100 leaves. $2.25 P'Pd. 50 Refills 50c (to buyers of case only). Send ck. or postal note today. Ask for "Ideas for Gift-Giving" catalog V.

GIFT CLUES, 302 East 45th St., New York, N. Y.

Hound

...gives himself away



Rags. They don't look well on you but they make the best stationery, and this fine paper, by Crane, has an all-rag content. This box holds 20 note-size. and 20 letter-size sheets, and forty envelopes. Grey with a green and white border, white with two shades of blue, and blue with pink and white. All in a golden box, for $3.50. Black Starr and Gorham. 5th at 48.

BAKER

Hand to mouth. A gold-plated cuff, and a cigarette holder—nice to give, nice to own (and all for few $$'s). The bracelet goes and glows well with a tailored suit, costs $10, plus tax. The holder has a plastic mouthpiece, and a slim, graceful body. $5, plus tax. By John Nelson. At Jay Thorpe.

Elegant Ejector Holder
14 K Gold, Hexagonal,
4¾". . $66.00 Incl. Fed. Tax

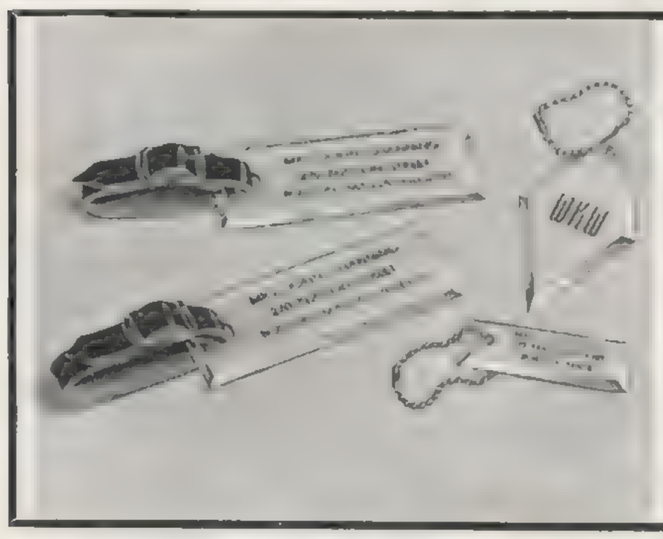
Alfred Orlik Inc.
680 FIFTH AVE., AT 53rd ST., NEW YORK 19

JUNGST at the MADISON
58th Street

NEWS! Coifs go Grecian

Shadow-wave bangs taper over left brow with a beautiful Grecian sweep to the hair that brushes off the cheeks.

Phone VO 5-4477
J U N G S T



Luggage-Umbrella-Pocket Book Tags

Gold stamped, transparent lucite. All gift boxed.
Luggage Tags 1¼ x 3¼ ins. Dark brown leather strap with metal buckle. Name and address in gold. Set of 2 (same stamping) $2.50 ppd.
Umbrella Tag ¾ x 2 in. Metal bead chain to attach. Indentifies brief cases, small bags, etc. Name and address in gold. Please abbreviate as tag is small. Each $1.50 ppd.
Handbag Tag diamond shaped. 1½ x 3 ins. Metal bead chain to attach. Can be used also as zipper pull on any article. 2 or 3 letter monogram in gold. Each $1.50 ppd.
Complete set of above (4 pcs) same name and address. $5 ppd.

DISTINCTIVE MATCH CO.
Dept. V 115 Federal St., Boston 10, Mass.

STERLING *Spurclip** TIE-GUARDS AND LADIES' PINS!

You'll want one of these miniature western spurs, with a rowel that actually revolves—handmade from sterling silver. Your choice of your own gold plated monogram, horse's head, horse, western saddle or boot and lariat. As a tie-guard, with chain and clip, or as a pin, gift box packed for only $6.00, prepaid, tax included.

The nationally famous "House of Holland" makes hand-engraved Spurclips* and Spurpins* with club or ranch insignia, western belts and other made-to-order jewelry. Write for our catalog.
*REG. U.S. PAT. OFF.

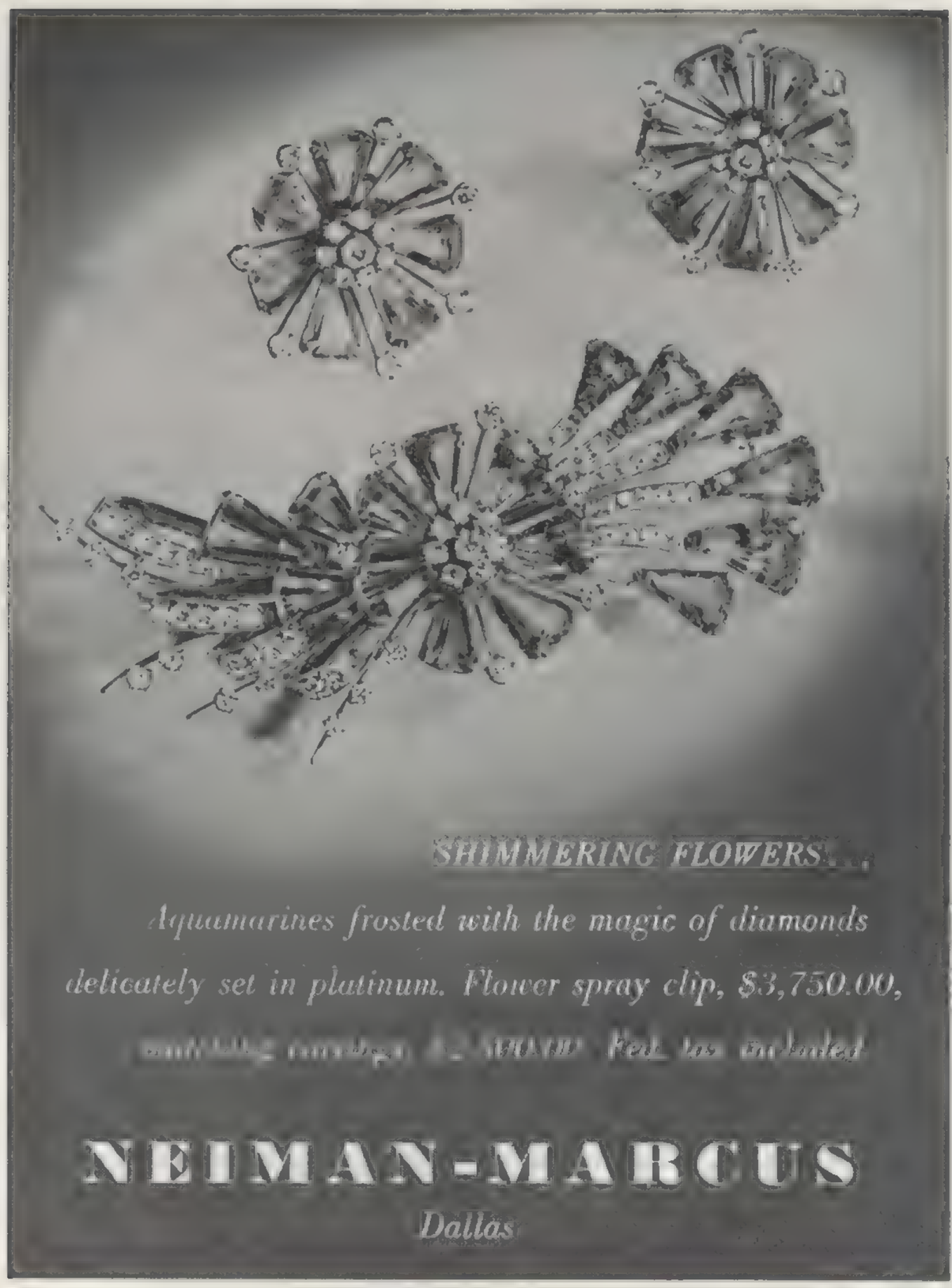
HOLLAND JEWELRY CO.
DEPT. V16 SAN ANGELO, TEXAS

Berciné
ORIGINAL

Just a breath from St. Moritz . . . distinctive gilet of heavy 100 percent wool. Hand embroidered skiis and skii poles in bright contrasting angora-wool yarns. In Hollyberry Red, Ever-Green, Snow White, Aqua, Black. Sizes 12, 14, 16. $29.95

Mail orders only. No C.O.D. Allow two weeks for delivery. State second color choice.

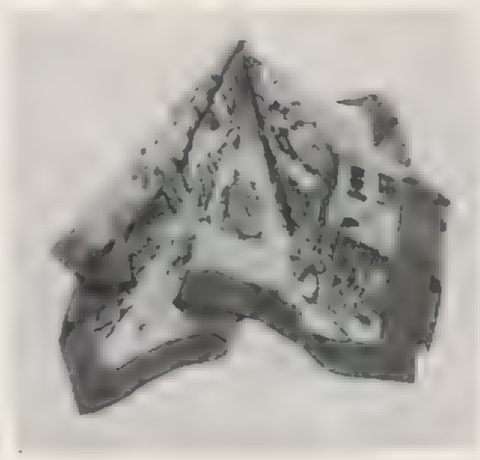
Bercine'
Box 186 Bexley, Ohio



Shop

New cut on the *disque d'or.* Your monogram (three initials) is here chiselled, with particular craftsmanship, of fourteen karat gold. All very impressive at your wrist, dangling from a heavy, massive, gold link chain. The disc alone is $63, the chain is $280. Both prices include the Federal tax. To be found at Marchal Jewelers, 719 Fifth Avenue, N. Y.

Street scene on silk. Cobblestones, old English houses and perambulating people, all to be wrapped around your neck. Very nice in black and white, with a green, fuchsia, red, royal, or black border. Hand-rolled edge. Pure silk. $8.98. By Baar and Beard. Bloomingdale. Lexington & 59th Street, N. Y.



FOR MEN ONLY • TOILETRIES

Helen Liebert

Atop 19 West 57th Street, New York 19, N. Y.

At better men's departments: After Shave, 1.50 and 3.00; Talc, 1.00; Shave Bowl, 1.75; Hair Lotion, 2.50; Cologne, 5.00; Sets, 5.00 to 6.75.

Hound

...gives himself away

Candlesticks—two of them, and hence twice as nice. They are solid brass (reconversion note), will mellow with age—and like wine are all the better for it. If you prefer electricity to the benign light of candles, they can be wired. These, 18½" tall. The price is $23, the pair, express collect. To be found at Art Colony Industries. 69 Fifth Avenue, New York.

Danish Christmas. Mr. Peter Sorenson, famous in the Denmark cookie field, has made Christmas cookies for the Danish royal family for years (so did his father and grandfather). Now he's in America, baking these cookies for Old Denmark (135 East 57th Street, New York) where *you* can buy them. Lebkuchen (or *honning kager*, in Danish, if you're interested) is made of honey cake, almond paste, and ground filberts—chocolate covered, iced or sprinkled with almonds. The dough has to be prepared a year ahead of time—so you can see what very special cookies they are. An assorted box, 1 lb. 2 ounces, costs $2.20, plus postage.

A BRACE OF

Jewelistry

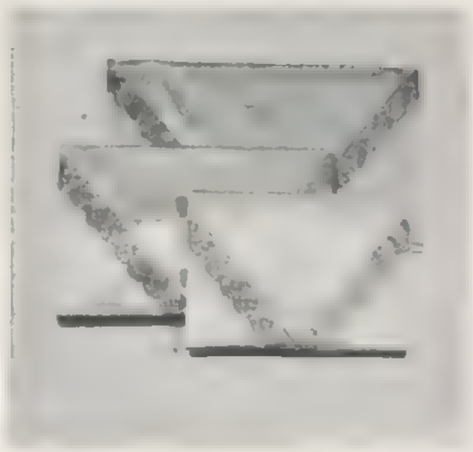
Double-duty Diamond and Platinum Clips, fashioned by The Linz Jewelists, to be worn on their 14K Yellow Gold Bracelet or separately . . . $5000, including tax

Incomparable LINZ *Jewelists* DALLAS

Shop

Cross your palm—with capeskin. These gloves are full-blooded Mexican imports, string-backed and laced up the side. The colours are good tweed-suit shades—all beige, all white, white with red, beige with rust, or beige with brown. The sizes range from 6 to 7½, and the price is $5.95 a pair. To be found at Lord and Taylor, Fifth and 38th Street, N. Y.

Make spoiled children of your favoured lingerie by cloistering it in indulgent rayon satin cases. A set of three can be had in peach, pink, or white, with triangles of gold lace for additional luxe. They come in sizes 12 x 18, 15 x 11, 13 x 10. $23 a set, at Henri Bendel, 10 West 57th Street. New York. 9.



Tropic Fish

HAWAIIANA

The Paopao . . . . . $16.80 *(Tax included)*

The Pa Kui Kui . . . . . $18.00 *(Tax included)*

Hand made sterling and enamel pins—gold washed

GROSSMAN ★ MOODY

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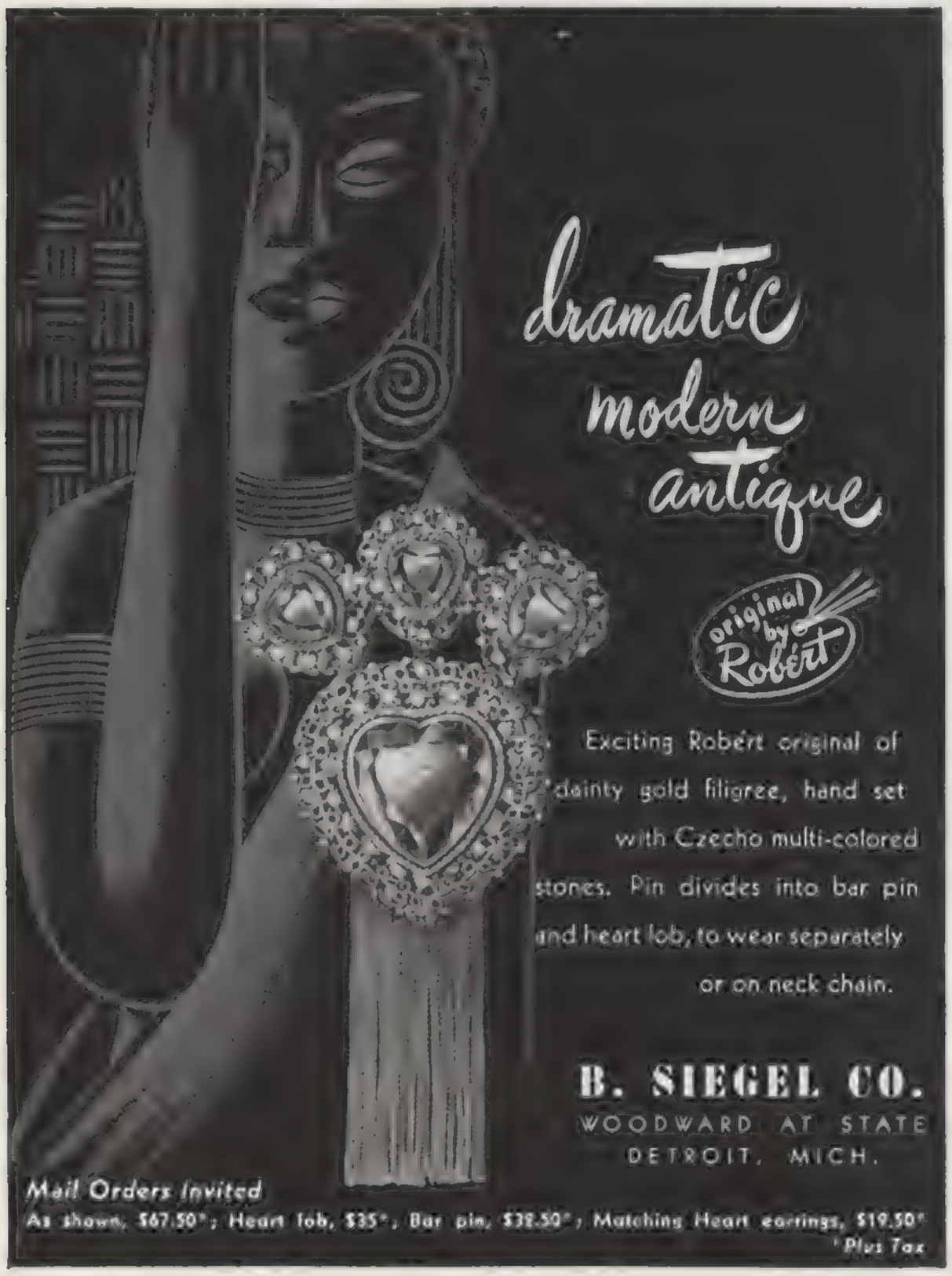

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THERE ARE THREE VOGUES
AMERICAN, BRITISH, FRENCH
EDNA WOOLMAN CHASE
EDITOR-IN-CHIEF

NOVEMBER 1, 1946 CONTENTS

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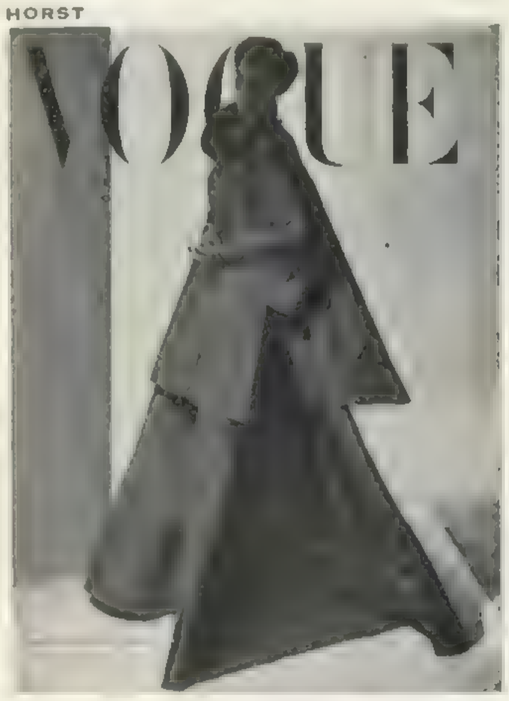

COVER: The dress is really *square*...unprecedented in outline. Cut to fall widely in four precise points. And over its unstrapped, bare decolletage goes a coat that follows the same square-cut lines, tapers them up into a grand pyramid. All, square as a jewel, bright as a jewel: glow-red silk taffeta. From Elizabeth Arden Fashion Floor; a Castillo design. Touching off its brilliance, diamond pinwheels from Van Cleef & Arpels. The pulled-up chignon coiffure, Elizabeth Arden. Glow-red lipstick, Elizabeth Arden's "Redwood."

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VOGUE'S EYE VIEW

PENN

OF THE LIGHTS BEHIND THE STARS

There is in all the arts an unseen beauty that lies far out of sight of the public. When the photographs of the stars and the stars behind the stars were about to be shot, an electrician with his pliers and his wires made an exciting pattern in the white studio under a white table. It was the same work-beauty that lies in rehearsals on drafty stages, in canvases stacked in the back rooms of galleries, in the long white rows of *tutus* at costumers', in the long white book galleys the public never sees. For behind everything in the arts, in fashion, in politics, stands someone with brains and talent; everyone knows the stars of the arts; on the next six pages we show you as well seventeen of the famous ones who work in the back room.

THE STAR: **Helen Hayes** *in "Happy Birthday," the charming but slightly whoozy new dream play by Anita Loos.*

STARS BEHIND THE STAR: **Jo Mielziner** *who designed the set,* **Joshua Logan** *who directed the show,* **Lucinda Ballard** *who worked out the costumes. (This trio did "Annie Get Your Gun.")*

New York... The Arts

The Stars... Behind the Stars

THERE are two classic openings for pieces about the New York season. There is the factual glaze of an omnibus piece, naming the new smash hits, "Cyrano de Bergerac," "Happy Birthday," "Lady Windermere's Fan," "The Iceman Cometh"; mentioning the galleries booming with new shows of Toulouse-Lautrec, Matisse, Avery, Shahn; noting the Opera ablaze with Traubel, Melchior, Pinza, Steber; counting the Carnegie Hall sell-outs for Rubinstein, Myra Hess, and William Primrose. There is the "gee whiz" puff with some fancy colour words about the full theatres, the packed night clubs, and the women in ermine, diamonds, and feathers. Actually, both gambits this year are true. But what is left out, usually, are the people who planned and fitted the season together—they are our stars behind the stars...the designers, producers, editors, directors. (Not all the important ones are shown on the facing page and the next four pages, but all the ones shown are highly important.)

In the theatre the most important star behind the stars is always the dramatist. This year many who have been away are back...Eugene O'Neill, Anita Loos, George Kaufman, Moss Hart, Lillian Hellman, and Noel Coward. But there is the return of an even more important group of dramatists, the authors of "The Duchess of Malfi," "Henry VIII," "What Every Woman Knows," "Lady Windermere's Fan," "The Playboy of the Western World," "John Gabriel Borkman," and "Cyrano de Bergerac."

The great success of "Cyrano" rests mainly on José Ferrer who has turned into a superb actor with the timing to play with extraordinary insolence the best duel scene New York has seen in years, with the voice to roll the rhetoric of Rostand. His only defect is that at moments he has a way of sounding a bit like either Alfred Lunt or Lynn Fontanne. But the great defect lies in the production itself, too heavy, too cluttered, too shaggy—it lies like a cat on the chest of the play. But that can not spoil the power and the passion, the old sadness, and the beautiful cussed theatreness of "Cyrano."

The even greater success of "The Iceman Cometh" rests not on the single genius of O'Neill, but also on out-of-sight stars. In this play, which is like reading "Ulysses" at a single sitting, O'Neill has written a ferociously long study of character with at moments a kind of drunken reiteration as he weaves among his frieze of bums in a bottom-drag saloon. It is not a play of solution and it has only the simplest point: everyone needs illusion; when the pipe-dream goes, death comes. "The Iceman Cometh" has terrific theatre, for O'Neill has a profound understanding now of man and actors. He gives the latter such memorable scenes to play as the one in which the old souse owner leaves his saloon for the first time in twenty years; the one in which the barkeeper explains his trouble with his stable of tarts. But so deep are O'Neill's characterizations that even the most minor of the nineteen actors needs the range of a star, and the star himself, Dudley Digges, reveals every cranny of his art. All were directed by Eddie Dowling with matchless attention to the physical slump of drunks. Few who see it will ever forget the opening scene: Robert Edmond Jones's saloon, with the silent bums, paralyzed, waiting.

The Stars ... Behind the Stars *(cont'd)*

PENN

THE STAR: Dudley Digges *as the saloon-keeper in Eugene O'Neill's "The Iceman Cometh."*

BEHIND THE STAR: Robert Edmond Jones, *a notable figure in the theatre, designed the production, the 1912 costumes.*

THE STAR: Alicia Alonso *in practice clothes for "Giselle."*

BEHIND THE STAR: Eugene Berman, *who has redesigned "Giselle"*; Lucia Chase, *the dancer, who with* Oliver Smith *runs the sparkling Ballet Theatre.*

THE STAR: **Clifton Webb,** *in Noel Coward's "Present Laughter."*

BEHIND THE STAR: **John C. Wilson,** *who produces, then with good judgment picks himself as director.*

THE STAR: **Eleanor Steber,** *a prima soprano of the Metropolitan Opera, here in "The Marriage of Figaro."*

BEHIND THE STAR: **Edward Johnson,** *General Manager of the Metropolitan.*

THE STAR: **Ben Shahn,** *the painter, who will have a one-man show at the Museum of Modern Art this season.*

BEHIND THE STAR: **Edith Gregor Halpert,** *owner of "The Downtown Gallery," a force in American painting.*

The Stars ... Behind the Stars *(cont'd)*

PENN

THE STAR: Kenneth Fearing, *the poet, whose best-seller,* The Big Clock, *is a murder story without a private eye.*

BEHIND THE STAR: Frank V. Morley, *Editor-in-chief of Harcourt, Brace, the "Clock's" publishers.*

THE STARS: Mildred Natwick, *a notable character actress, and* Eithne Dunne, *a young light of the Irish theatre, in "The Playboy of the Western World."*

BEHIND THE STARS: Richard Aldrich, *Managing Director of the brilliant Theatre, Inc., and* Guthrie Mc Clintic, *the play's director.*

THE STAR: **Ina Claire,** *in George Kelly's comedy, "The Fatal Weakness."*

BEHIND THE STAR: **Donald Oenslager,** *the tall designer, who also did the set for "Present Laughter";*
Theresa Helburn *and* **Lawrence Langner** *who are the Theatre Guild. (They also have "The Iceman Cometh.")*

THE STAR: **William Primrose,** *known flatly as the world's greatest viola player.*

BEHIND THE STAR: **Arthur Judson,** *head of Columbia Concerts, Inc., took a chance on Primrose four years ago.*

Mink...rounded out

Silhouette in Fur

The new line on furs is their shape...their sharpness against any perspective. Fur follows cloth; goes with the grain of fashion. As in the case of the black Alaska seal jacket, opposite. Straight-shouldered, in at the waist, out again in a little shelf bustle. Worn with a snow-cap of ermine. The jacket, by Fredrica. Altman; Hudson's; Nan Duskin. The fez, Lilly Daché. A new line on mink is the one above...the shoulders rounded, nearer to nature's, but still formed to give a suit good clearance. The sleeves worked laterally; the littlest tippet of a collar. Natural Canadian mink...designed by Worth, imported by Jaeckel. To wear with it, a circling white galyak hat, wrapped in jersey, tied around the crown with black ribbon. John-Frederics. JEAN PAGÈS, Vogue artist, painted in the St. Regis Maisonette Russe the distinguished new murals against which the photographs on these four pages are taken. The tones are greys, white, and blue with a trompe-l'œil depth of perspective.

Black sealskin...bustled

HORST

Silhouette in Fur *(cont'd)*

Persian lamb...tailored

The black Persian lamb jacket, above, looks like your suit jacket. Can cover it or take its place, weather permitting. Sophie original. Worn with a velvety brown Alaska sealskin hood. Both, Saks Fifth Avenue Fur Salon. On the opposite page, a black Russian broadtail coat to wrap, and hold with a white-gloved hand. Gunther. The hat for it, black American broadtail...brimmed, sharp in outline. Lilly Daché. All jewels, Van Cleef & Arpels.

Russian broadtail...wrapped

HORST

Mainbocher shows his hand

Quite typically, Mainbocher's current collection is superb, yet of the many excellent collections of his New York life, this one is perhaps the best. Quite typically, the collection shows a certain amount of originality, yet none of it is offered for the sake of originality alone, none of it could possibly dominate the woman who wears it. And in this atmosphere of quiet perfection, Mainbocher presents two near-sensations: his coats, which are beautiful, often fur-lined carriage coats or little overcoats; and his completely timeless dinner dresses (two are shown on the next pages). All, photographed at French & Company.

On this page: the Pyramid greatcoat. Buttoned high, buttoned twice, moving into an easy skirt, a heavy black wool carriage coat. Its bulkless line belies its lining—a layer of Hudson seal which is drawn out a little at the sleeves into neat, close cuffs. *Opposite:* the important little overcoat. Grey tweed shaped straight to the waist in back, flaring out in godets with a low-waisted swing. The front is a perfectly simple box, with a deeply-notched collar, turned-back cuffs, licorice-stick skirt.

Mainbocher—master hand at timeless evening dresses, brings to accepted lines an exceptional elegance.... *Above:* basically, skirt and sweater, its elegance is in the deep-cut neckline, the bell-shaped gold lace skirt. *Opposite:* the theme is the timeless, traditional ball dress—thin-strapped, huge-skirted, of black silk faille. The unexpected note: a cape for a Gainsborough lady, silk faille with sable. Jewels, both pages, at Verdura.

HORST

PARIS

Star performances: collection accessories

Outside of silhouette itself, the good news in Paris collections is in its accessories. Necessarily missing (and missed) in earlier collections, this phase of couture has returned—jewelled, embroidered, laboured over, loved. Schiaparelli has refurbished her accessory shop. Piguet has opened a new one. And all of the designers in all of the current collections offer accessories which annotate their costumes. For short dinner dresses, a new shoe: skeletal, with multiple straps crossing and recrossing above the ankle. For country suits, a boot: a cavalry boot or one with slightly lifted heel and sole. And with the return of beautiful leather, beautiful bags—in most cases, handbags; in many cases, hard forms in softest leather. Often, dresses are made with a special thought for the jewel (see the one below, with a notch for a jewelled carnation). And new scarfs, new ways with them; in each case, more than a side-issue.

Below, right: *The black velvet dress is Molyneux's accessory to the jewel: a full-blown carnation of diamonds with a dusting of rubies. Jewels by Boivin.*

Opposite page: *Mrs. William Patten, wife of an American attaché at Paris, whose flawless French and fresh good looks make her one of the most popular hostesses in Paris. She wears Piguet's grey duvetine dress; its caviar—gilt sequins in a delicate fern pattern. At Henri Bendel; Morgan's, Montreal.*

RAWLINGS

Paris caviar

Not really a scarf: a collar of leopard —Lelong.

Tie-silk blouse —Schiaparelli.

A cap, a violet patch —Elizabeth & Caroline.

Scarf-swept duvetine evening coat —Mad Carpentier.

Draped midriff; velvet with ball-fringed cape—Jeanne LaFaurie.

Dinner at home: oriental version—Schiaparelli.

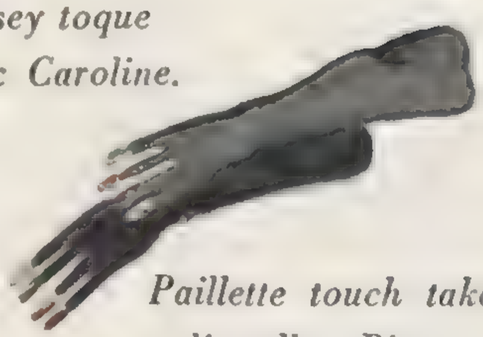
Sabots of pink velvet —Schiaparelli.

Braided pouch, metal gate top —Mad Carpentier.

Harem costume; jacket, fur-lined—Molyneux.

Gilt-touched satin bag —Mad Carpentier.

Feathered jersey toque —Elizabeth & Caroline.



Paillette touch taken literally—Piguet.

Fireside idea: gilt-embroidered jacket, corduroy slacks—Schiaparelli.

Bats Rawlings. Paris

COFFIN

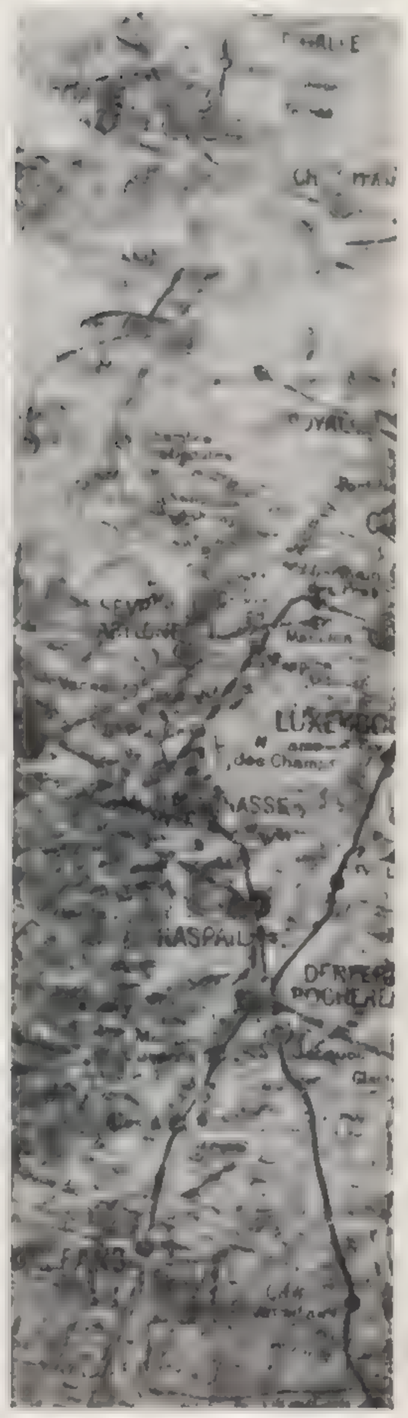
Straw in the wind

Right in the middle of this little-waisted, torso-pasted season—Jacques Fath presents the loose *middy blouse shown above, worn handsomely by Princess Joachim Murat. Vogue thinks it is a straw in the wind, pointing to the possible return of a soft, casual, un-figure-conscious line; a straw in the wind, and one to watch.*

Cavalry boot. *Calixte's adaptation for winter tweeds.*

Paris accessories

Boot with lifted sole. *Just ankle high, Robin Hood point at the heel. Penthezilée.*

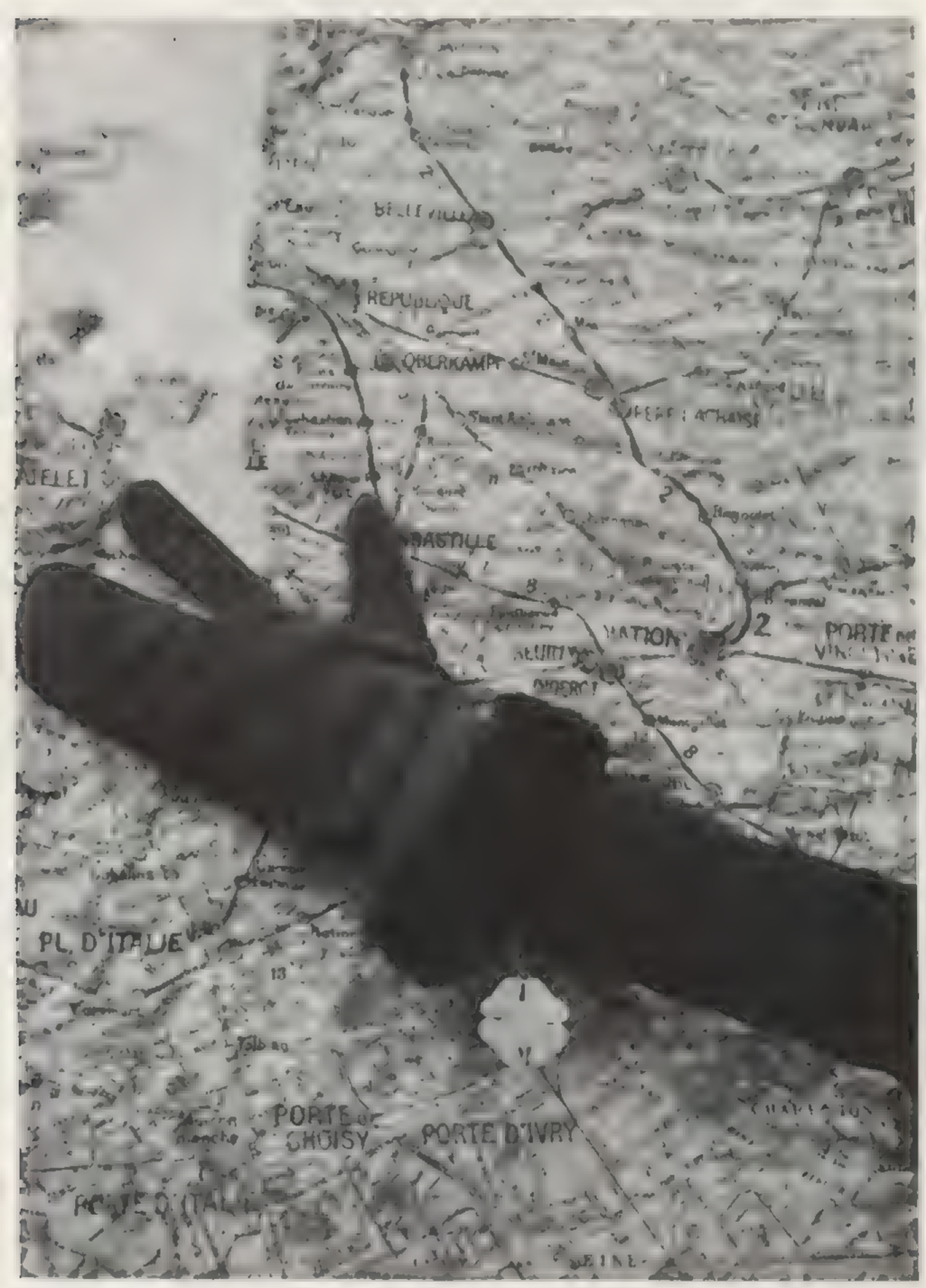


Change purse glove *of rust suède, purse attached to left cuff. Model's idea.*

COFFIN

Silk print square: *Paris tradition. Print like an etching; with bands of colour. Calixte.*

Commuter's bag, *made for air travel. On either side, two huge flaps. End pockets for passports, papers. Model bag shown by Schiaparelli.*



The half mitten. *Model's adaptation with the index finger free. This one: fur-lined doeskin.*

Lady-stick umbrellas. *The long handles; an elegant shepherd's crook, a candy-twist of pigskin. The cover: pure silk. Vedrenne.*

Paris accessories *(cont'd)*.

Gate-top bag; reticule shape, like a huge shirred pocket; of soft black antelope. The clasp: two cupids' heads. From Piguet's collection.

Curved bag to fit under the arm. Morabito's great success, in rust leather; saddle-stitched.

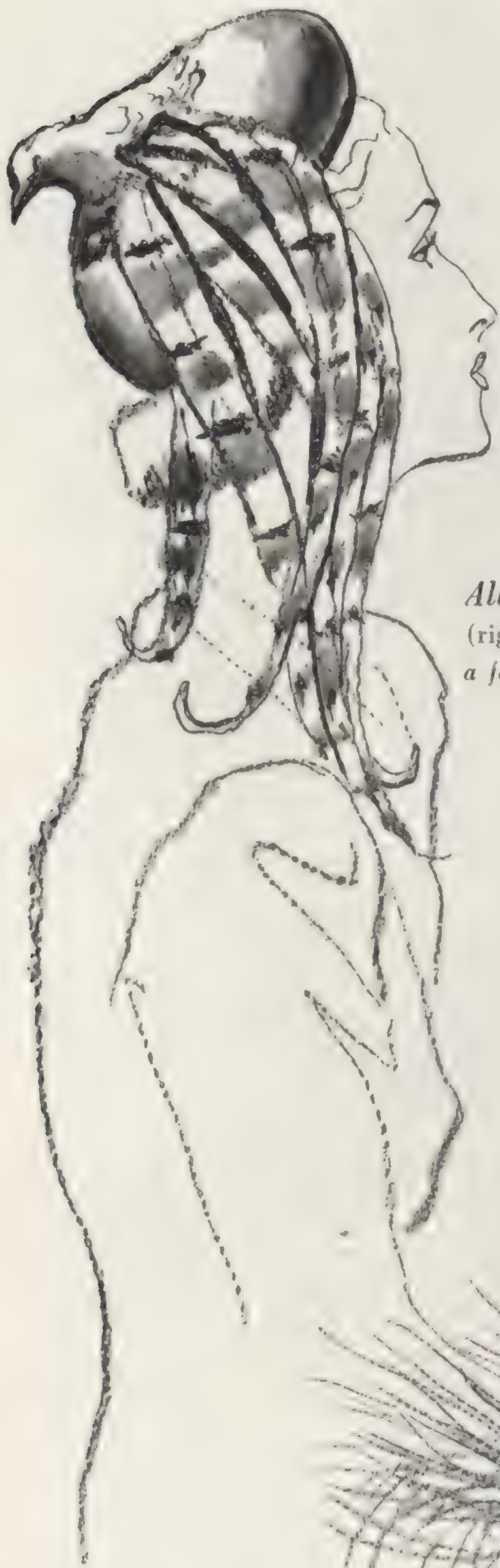
Shoulder bag, an exception in Paris this season. This, Piguet's daggered treasure chest of rust—newly important colour in leather.

Multiple straps. Penthezilée's black antelope shoe. News: this climb towards the ankle.

Wrist-strap bag. *New: leather cuff around the wrist. New: elliptical shape. Model's bag shown with the Lelong collection. At Henri Bendel.*

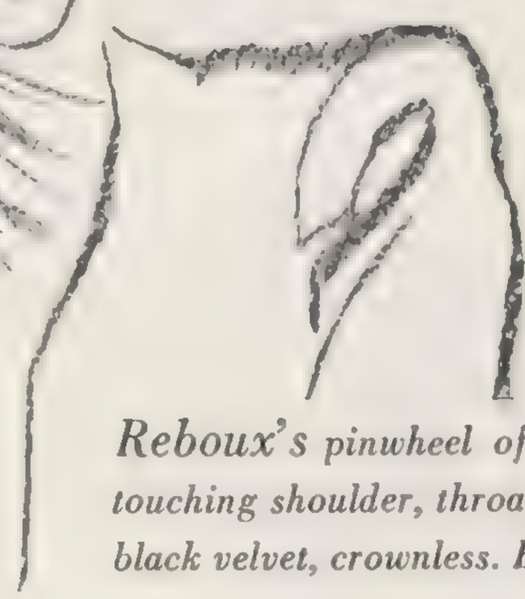
Almost a boot. *Casale's antelope opera pump, very high on the instep. I. Magnin.*

Paris: veils and feathers



Albouy's pearl grey corduroy sailor (right) *and speckled feathers, a veil, a foursquare black rose. At Altman.*

Maud et Nano—black velvet beret with side-wash of pheasant feathers. At Bergdorf Goodman.



Reboux's pinwheel of paradise feathers touching shoulder, throat, cheek. The hat—black velvet, crownless. Bergdorf Goodman.

Albouy's cocktail hat (right). *Black velvet with a nod of feathers, a paillette-flicked veil. At Hattie Carnegie.*

Reboux's chin-strapped hat (left). *Rolled-brim, black and brown felt, wrapped with veil. Henri Bendel.*

Balenciaga's bowler (above, left). *An arc of pheasant feathers tossing from black felt. Bergdorf Goodman.*

All hats on both pages at I. Magnin.

Fashions for three generations

VOGUE sometimes receives letters from ladies who write plaintively, "I am no longer young; I can't wear the things you show on those glamorous models. Why don't you show something for *me?*" To which we reply firmly, "You don't look carefully enough—it really is not so much a matter of age as of figure; and of seeing your own possibilities in relation to the clothes."

For your choice of fashion, more than ever this year, can be a matter of figure and bearing and spirit rather than of calendar years. Almost no one can change overnight from dowdiness to chic; a sense of fashion is, oftenest, a process of growth, of learning. The youngest generation is not too early to begin it; no one is too old to enjoy it. Good fashion is a matter of presenting one's self at one's best; is as important at six as at sixty; as refreshing at seventy as at thirty. There is no real reason for the self-conscious attitude of older women who, too often, consider that all good fashion is primarily intended for their daughters.

For example, in this issue of Vogue, the dramatic cover costume could be worn (in black) by a stately lady of any age. The four fur coats, pages 170 to 173, are made on lines that require only a moderately good figure. None of them is designed in such a way as to point either to extreme youth or (even middle) age. Mr. Mainbocher's beautiful clothes will, we admit, look more beautiful on the young and svelte, but any one of the four designs shown could be worn with elegance and distinction by a lady of almost any age who will go to the trouble of keeping her figure reasonably within bounds. The French fashions show, first, on page 178, an off-shoulder evening dress which we do *not* recommend for any except the freshest shoulders. But Piguet's grey duvetine dress on page 179 could be enchanting for a frankly older woman. Its highish neckline and protecting cap sleeves are points in its, and her, favour. On page 180, Mad Carpentier's big coat, Schiaparelli's tie silk blouse, and Lelong's softly draped fur collar are all flattering fashion ideas for an older woman.

The French hats, on pages 186 and 187, need careful choice for the not entirely young; but of the six there is only one—the bowler with the tall swooping feather—that is actually an unsuitable choice for anyone who remotely suspects herself of looking middle-aged. *(Continued on page 310)*

MRS. DOUGLAS THOMSON (opposite); *her daughter,* MRS. BARCLAY COOKE; *her granddaughters,* MADORA *and* REBECCA COOKE.... *Mrs. Thomson makes of her clothes a fine example of traditional American taste—simple, well-cut, often in dark, plummy colours, like the dress shown here; a collection of cardigans; good jewels sparingly used. Mrs. Cooke, slender as a sixteen-year-old, has two sons, two daughters. She has her mother's classic taste, and her mother's brief, updraft, curly hair. She dresses her daughters alike, and without a bias toward babyness. Mrs. Cooke wears here a white faille dinner dress. Her daughters wear long-sleeved, up-collared shirts, red corduroy jumpers. All from Lord & Taylor.*

BALKIN

MRS. GEORGE U. HARRIS *and her daughter,* MISS NANCY HARRIS, *look nearly of an age. Mrs. Harris is on the board of New York Infirmary—wearlessly works for it, has well-run the Infirmary Ball. Miss Nancy Harris will come out this winter; she is the Chairman of the Débutante Committee for the Coty Ball. She plans to work as volunteer at Roosevelt Hospital. Coaly-eyed, coaly-haired, Mrs. Harris (who likes deep colours, head-to-toe black) is sketched in a black-sequinned, brown satin dress. Her pretty daughter wears well a scale of browns, of blues. Here she wears a blue ball dress, the skirt wide as a waltz.*

MRS. SHEPARD KRECH (opposite); *her daughter,* MRS. WILLIAM B. JACKSON; *her grand-daughter, three-year-old* MARY STEVENS JACKSON ...*Mrs. Krech is a stintless giver of her time, her talent for uniting, arranging. She is President of the Maternity Center Association, a trustee of Chapin School. Mrs. Jackson worked as a Nurse's Aide during the war, now gives her days to her two children—dark-eyed, question-eyed 'Stevie' is the elder. Mrs. Krech and her daughter fill two schemes of good looks: Mrs. Krech, pastel, Dresden-pretty, prefers to wear pink or blue, gentle fabrics. Mrs. Jackson, whip-slim, brilliantly dark, likes the fire colour, narrow lines of this wool jersey dinner dress from Lord & Taylor.*

MRS. CHARLES LANIER LAWRANCE; *her daughter,* MRS. DRAYTON COCHRAN; *her granddaughter, four-year-old* CATHY COCHRAN.... *Mrs. Lawrance has humour, imagination, known beauty; is the author, illustrator of* Rosemary for Remembrance. *She is famous for her scope of talents, her hospitality, her rare, life-filled scrap-books. Mrs. Cochran did war-work, still works, at Halloran Hospital. Mrs. Lawrance wears brilliant skirts, mute black tops for evenings at home. Mrs. Cochran likes fluent, tailored clothes.*

MRS. T. MARKOE ROBERTSON (opposite); *her daughter-in-law,* MRS. ANTHONY DREXEL DUKE; *her grandson,* ANTHONY DREXEL DUKE, JUNIOR.... *Mrs. Robertson—with the quality of whim, warmth—is the youngest-possible looking grandmother, has been a long-worker for the Salvation Army. Pretty Mrs. Duke was Alice Rutgers; is the wife of Mrs. Robertson's second son. Mrs. Robertson wears slim young suits, evening dresses with a foam of skirts, a deep cuff of thick gold chains and coins. Both she and Mrs. Duke have a collection of jackets and the long quiet skirts they like for dinners at home.*

CECIL BEATON

MRS. HAROLD E. TALBOTT *and her daughter* MISS MARGARET TALBOTT *keep a well-filled life about them. Mrs. Talbott is outstanding as the Vice-President of the New York Infirmary, the Chairman of its Finance Committee; and is now a chief force in the Infirmary's building fund campaign. Peggy Talbott is President of her class at Sarah Lawrence. She and her mother both like and look well in country clothes; make the simplest black dresses handsome emphasis for their dark brunettery.*

MRS. BENJAMIN CURTIS ALLEN (opposite); *her daughter,* MRS. CAMERON CLARK; *her grand-daughter,* MISS ROSALIE CLARK.... *Mrs. Allen was one of the earliest, before-war organizers of the A.W.V.S. During the war she worked for the Maple Leaf Club for Canadian soldiers. Mrs. Clark is known for her important work for the Allied War Relief, the British War Relief and, in Washington, for the O.S.S. Miss Rosalie Clark is now in her second year at Vassar; she made her début last year. Mrs. Allen—who has curl-thick dark hair, a lovely skin—wears a dinner dress soft-focused with fringe. Mrs. Clark, a sure, classic beauty, and her slender daughter both wear bare-shouldered evening dresses.*

CECIL BEATON

CHARLES J. WINSTON CHANDELIER

JENNIFER BALLARD, DAUGHTER OF COSTUME DESIGNER LUCINDA BALLARD, AND WILLIAM F. R. BALLARD.

Dancing-school dresses

DIANA HITT,
DAUGHTER OF MRS. WINTHROP EMMET AND ROBERT R. HITT.

DANCING school is in full session again...Mrs. Hubbell's classes, Madame Openhovski's classes, the Mayfair classes and dances...and little girls and immemorially unwilling boys from five to fifteen are wearing best dresses and blue suits, learning the waltz, the foxtrot, and the samba to the tune of small orchestras nestled back among the potted palms. The Dancing School Set has fashion-theories of its own; which, happily, seem to be exactly in line with the ideas of even the most conservative mothers. Little girls apparently have no wish to dress in a manner even slightly suggestive of an additional year or two. Almost all of them wear (of course) and (not of course) *like* to wear the simplest dresses, lady-like short white gloves, patent leather Mary Janes with white socks, or soft ballet slippers; classic velvet or velveteen, like the dress on the facing page; or a slightly older little girl, who has graduated to stockings and dancing pumps, could have striped taffeta, a this-year's favourite. On these pages, two to make or have made for dancing school...above, a sashed dress with cap sleeves; Vogue design 2429. Facing page, velveteen dress, lowered waist; design 2402. (Other views, sizes: page 296.)

HAANEL CASSIDY

Third-generation beauty

In the fairy tales, all princesses are beautiful and good and get their Prince Charmings; *or* ugly and wicked and come to their distressing dooms. In real life, these brackets are not nearly so clearly defined—which comes as quite a surprise to many children (and you may, even, have met some grownups who never did catch on). The virtue-and-evil discussion we leave to other sources, and also that one about living happily ever after. But the confidence of beauty (which all the tall-tale heroines always have automatically) is something which we think can be a real-life asset of satisfying proportions. What we mean by the confidence of beauty is not vanity. It is just the knowledge that whatever you look like—you know how to look your best. Often this assurance is the only difference between a beautiful woman and a plain one. And very often this asset has been acquired during childhood, with the help of an attractive and loving mother.

Every mother who has had the patience to take twice as much time getting dressed for a gala, because her small daughter has "helped" her, knows that even the smallest females enjoy fripperies. And this enjoyment of them is really a form of learning. It is good to learn that taste and planning and care, that jars and boxes and cylinders of colour *can* compensate for not having been lucky enough to have a fairy-godmother with a magic wand around the cradle. A mother can play turnabout, too—and really help a daughter with, say, a nursery-set coiffure, with a few hints about the most becoming colours, with suggestions (not nagging) about the best way to stand and walk and pitch a voice. When a child realizes that these observations really make her look prettier, she has learned the most important thing about grown-up beauty. She can always be better-looking than nature intended.

When childhood beauty is really way out of line, naturally parents explore the possibilities of the doctor and the dentist. But sometimes parents don't, just as naturally, stop talking about the small deviations from perfection. Many a woman permits herself bushy hair, or too-much make-up; hides behind a veil—because of too many references, in her childhood, to some facial feature. Too many women wear shapeless clothes—because of some often pointed-out figure fault. And many a woman is round-shouldered—because everyone thought she grew too fast. Many times the so-called fault has by that time disappeared entirely, or is certainly not obvious enough to have caused the sadistic threnodies which wove through parental conversation—the melody of which still lingers on. Medical correction is, often, the answer to many lapses from beauty. But tact—as much tact with a child as with adults—is oftener required, may be as potent.

The confidence of beauty, and the fine ability to disregard features which are not perfect, can easily be given to any daughter by any mother. It's a gift to be presented over and over again; the gift of a mother's own knowledge of charm, wrapped up in tact, and sent "with all my love."

CECIL BEATON

CONVERSATION PIECE—TWENTIETH CENTURY

"...and so the Prince came that night to the tower and whispered 'Rapunzel, Rapunzel, let down thy fair hair.'...

And if you sit still while I do this every night, why your hair...."

Four reasons to stay at home

Above: *Beige silk-and-rayon, covered for dinner by gold rayon lamé. Tina Leser design. Gown and skirt, $215. Jacket (not shown), $60. Henri Bendel; Kaufmann's.*

Left: *Hothouse colour at home on a cold night. Sit-by-the-fire dress bustled over to one hip, tailored on top. By Tina Leser in Botany flannel. $60. Henri Bendel.*

Above: *Begin-at-home beauty in a coat with an errant hemline, colour to the boiling point; gold-mesh-belted. Tina Leser design. $95. Bonwit Teller.*

Left: *Dress for dinner: grey wool jersey, quiet as a sleeping cat—but belted with gold. Dress, $45. Saks Fifth. Gold kid belt by Criterion. $24. Altman.*

HORST

Evening shadows... barefoot nylons

Back again...stockings that are no more than a mist over your pedicure, a shadow under your sandal. Back, this time, in colour...a grège transparency of 15-denier nylon, clear enough to read through. By Tabarin; Saks Fifth Avenue. More Christmas cues in still-life: the great crystal candlestick, Steuben Glass. The antique gold coin snuffbox, the antique flowers-of-diamonds necklace, the diamond earrings, the Fabergé enamel cigarette case...all, A La Vielle Russie.

EVENING AT HOME IN FUR (opposite). *This is an indoors coat in fur...in colour. Eurasian lamb, dyed jade green; a warm wrap-up, a luxury for the cool of a country house; colour delicacy against the black-white* nature-morte *of a city interior like this. To be worn with jewels, gilded slippers, with full personal play-up for evenings at home. Esther Dorothy. Jewellery, Milton Schepps.*

HORST

Mrs. Adam Gimbel wears gold-spattered brown tulle.

Design and Detail

MRS. ADAM GIMBEL has a detailed, quiet beauty: good slender bones, delicate fair skin, reddish gold hair. Her chic has an unfailing young freshness, a quality that makes her Navy Lieutenant son seem highly improbable. As Sophie of Saks Fifth Avenue, she designs clothes made up of unnumbered perfectionist details; here, she wears three designs that quote her special talents—intricate, expert workmanship; unfaltering line and beautiful ball dresses.

Mrs. Gimbel's afternoon suit (opposite);
brown wool, beaded chiffon blouse.

HORST

Tailored tweed dress with swerving buttons.

EGYPTIANS AT THE SPORTING CLUB RACES IN ALEXANDRIA—A SEA RESORT WHERE SOCIETY SELDOM SWIMS

SHEPHEARD'S TERRACE IN CAIRO

EGYPT now...

A free flag, and tourist fever

BY MARYA MANNES

VOGUE'S CORRESPONDENT AND PHOTOGRAPHER IN EGYPT

THE SPORTING CLUB PADDOCK

ALEXANDRIA: THE RACE TRACK

THE BOWLING GREEN AT THE BRITISH GEZIRA CLUB IN CAIRO

Though the green Egyptian flag flies on the Citadel of Cairo instead of the Union Jack, and although bit by bit the British military forces ebb away, the seat of Empire still stands—at the Gezira Club. Here on a palm-shaded island in the Nile is an establishment perfect of its kind: a bit of England in the heart of desert. Here are the bowling greens like squares of green velvet, forbidden to laymen or beast, where the bowls are wiped with silk handkerchiefs before rolling and where little native boys in bare feet brush off the grass before each play. Here are the handsome young officers playing cricket and tennis at three of an afternoon in a 110° blaze. Here are the single women who work at Embassies, and who are for the first time in their lives outnumbered by men and glad of it.

The atmosphere of the Gezira Club, aside from its obvious dedication to sport and gin, is one of blissful exclusion of the outer world.

That exclusion, called British snobbery, which has been much criticized by us as we criticize many things about which we have no practical experience, is not in itself attractive but it has certain reasons for being. The fact of the matter is that the Egyptians do not like foreigners, except, possibly, the French. That they may be justified in their dislike is not the point in question. But their xenophobia is so evident, in everything from customs control to facial expression, that the foreigner's natural instinct, after a time under this treatment, is to stick to his own kind. *(Continued on page 288)*

HORST

Mrs. Maurice T. Moore, Chairman of the National USO Council

Small, ebullient, with blue eyes emphasized by greying hair, Mrs. Moore in the past five years has criss-crossed America, organizing and fund-raising for the USO. This year her job will be smaller but harder than ever. People forget that there are still two million men in service, mostly inductees—the "kid brother army": and a quarter million wounded veterans still in hospitals—to stay in business for all these, the USO needs nineteen million dollars. Mrs. Moore, who is the sister of Henry R. Luce, also finds time to work for China House, Wellesley alumnae, and the International YWCA, yet manages never to seem rushed. Soft-spoken, quick to smile, her off-duty hours are spent with her family—a lawyer husband, and two sons—in New York or at their house in Weston.

Business as usual...The USO still has a job to do

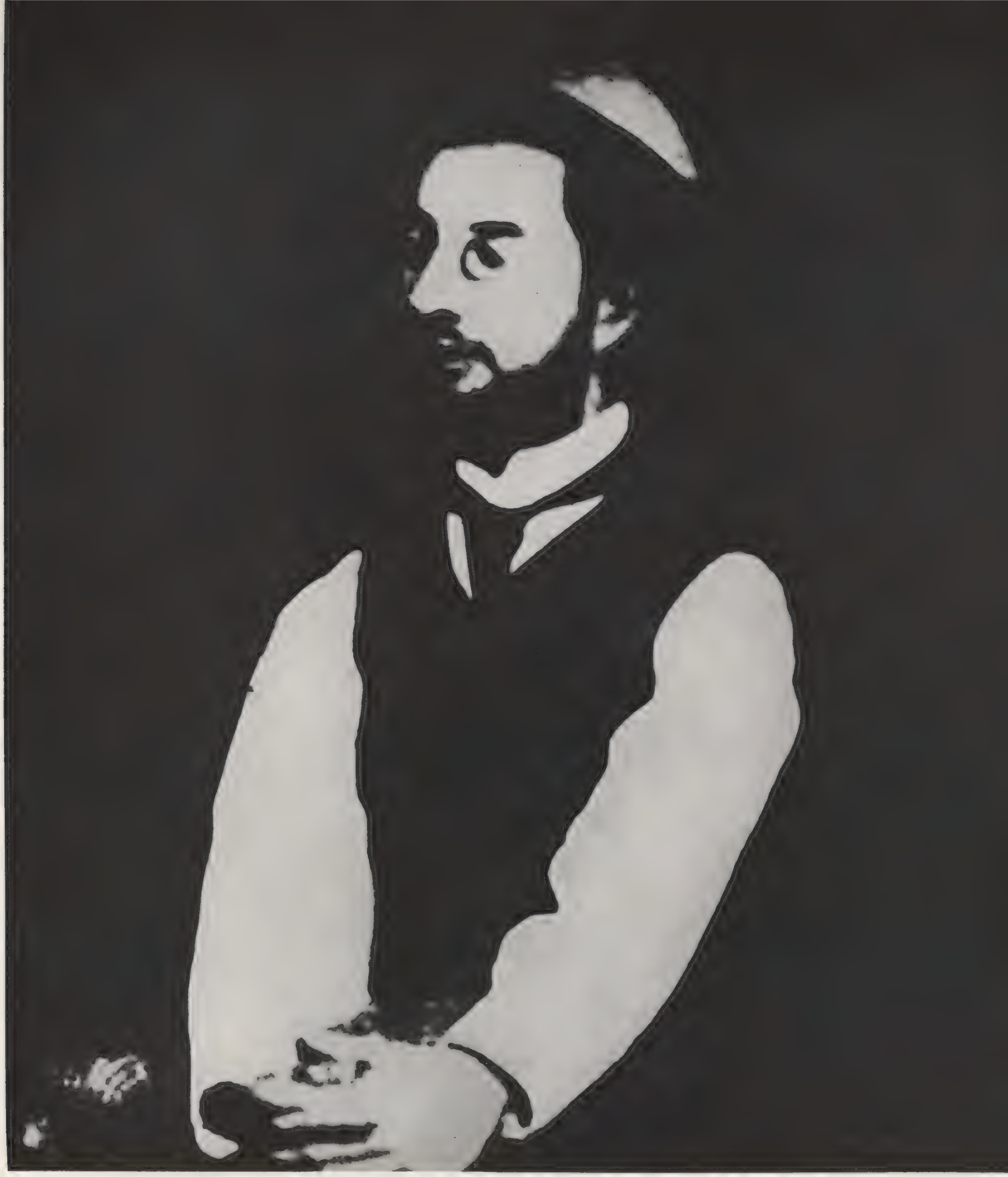
"NO MEN IN UNIFORM ALLOWED." It doesn't seem possible, but that sign appeared in a restaurant in America a few weeks ago. The kindest thing that can be said about the person who put it up is that he or she wasn't thinking. Neither are the Americans who are startled by the USO's current drive for nineteen million dollars. "What, haven't they closed up shop—the war's over, isn't it?" The answer is no, not yet. Not while there are two million Americans—mostly teen-age inductees—stationed throughout the world. Not while another quarter million Americans with even more time on their hands —although maybe they have only one hand, half a face, or no eyes—lie in hospitals. They are the reason why the USO is doing business as usual. Sending out Camp Shows. Running USO clubs near big military installations, and hospitals.

BUSINESS AS USUAL *means seeing that the Camp Shows go out in all directions. Even the worst of them look mighty good if you're on Okinawa. One day in Saipan, a boy was being lifted from the wreck of a B-29 he had just brought in from the day's "strike" on Tokyo. There wasn't a lot left of him, just a pair of over-big eyes and acres of spirit. He didn't have much to say; simply clenched his teeth and muttered, "Damn me for copping one the night the USO had Moss Hart in 'The Man Who Came To Dinner.'" The shows didn't always rate as high as that one and there was some grousing. But men prefer panning a poor show to having no show to see. A bad show means nothing more than a lack of understanding back there at home. There's nothing very sinister in that. But no show at all, that could mean you were forgotten. In war or peace it adds up to the same conclusion; there is a huge morale difference between feeling misunderstood and feeling forgotten. Today USO Camp Shows play one hundred and fifty-six hospitals in America at the request of Army, Navy, and Veterans Administration. They play overseas at Pacific bases, U. S. Territories, in Korea and Japan—Europe has been cut from the circuit by Army officialdom.*

BUSINESS AS USUAL means seeing that the number of USO Clubs doesn't sink below the irreducible minimum of four hundred. Some people ask why the Government does not run the clubs. People who ask that aren't thinking. Everything the soldier wears, eats and does is G.I. which stands for Government Issue; at play, at least, he wants to pretend to be a civilian. The fact that the fighting's over and that "everybody loves a soldier" is no longer the national theme song only increases the need for USO. The fact that the fighting's over doesn't mean that mothers have given up paying surprise visits to their sons without being sure of a place to spend the night. (The USO has its list of approved rooming houses.) The fact that the fighting's over doesn't mean that the VD rate is going down; quite the contrary. (The USO Club is a place where a lonely young soldier can find a decent girl to talk to. So many of these new inductees are in their teens that the USO has had to enlist sixteen-year-old volunteer hostesses to stand in for their twenty-one-year-old elders, now considered "older women.")

BUSINESS AS USUAL *means running USO Clubs not only where there are large concentrations of troops but also close to hospitals. Volunteers working in these hospital clubs get six weeks' training. They learn to treat the men like men, not like cases. According to the doctors these USO Clubs are the only places where ambulatory patients will go, at least in the beginning. At the USO, no one stares, no one is over-solicitous. There's no word mincing; and the volunteers don't trip all over a fellow who's blind. They tell him "the matches are beside your right hand" and let him light his own cigarette. It isn't only the wounded who need these crutches of confidence. Many a wife or mother is afraid of that first look. If she comes to the USO Club first, chances are her fears will subside; every man there is probably missing something. If she looks long enough, the frightened woman can learn many things about handling her veteran when he does get out, learn it for instance from a little blonde who was waltzing with one of the patients at a dance given by the USO at McCloskey Hospital. "Why don't you let your buddies know who cuts your hair?" she was saying as they twirled round. "It's the only decent hair cut in the room." He smiled but it was only by his eyes that one knew he was smiling, for the lower part of his face was missing.*

BUSINESS AS USUAL—All these are part of the USO's business as usual, and nineteen million dollars doesn't seem much for America to contribute to keep such a shop in business.



CLOSE-UP OF TOULOUSE-LAUTREC—DETAIL FROM A CONTEMPORARY PHOTOGRAPH

Toulouse-Lautrec... his beautiful, bitter art is in a big new exhibition

Not for nine years has New York seen a great Toulouse-Lautrec show. Now many of his oils and pastels and drawings are gathered at the Wildenstein Galleries in a beautiful benefit for the Goddard Neighborhood Center. Henri de Toulouse-Lautrec, an aristocrat and a dwarfed cripple, has been variously described as a childlike spirit and a persuasive devil's advocate; the photograph of him above is a witness for both sides.

PASTEL, 1896; 28" x 21"

...His portrait in pastel of Maxime Dethomas, "a connoisseur of Bohemia"

Lautrec spent most of his life in the late 80's and 90's in a gaudy *fin de siècle* Montmartre, often with his closest friend, Maxime Dethomas, whose portrait, in the Chester Dale Collection, hangs in the National Gallery in Washington. (Back in 1931 *Vanity Fair* reproduced it in colour.) Lautrec's eye and hand resolved all the art excitements of his day—the Impressionists' sun-brightened colours, the camera's compositions, and Hokusai's calligraphy, into his own beauty, with no posing, no compassion.

MAURA

MR. AND MRS. JAMES IRVING BUSH'S HOUSE; MURALS OF BAHAMIAN SCENES IN A ROOM OF BLEACHED BAMBOO WHICH CAN BE ENTERED RIGHT FROM THE BEACH

Nassau's winter houses

ON THESE AND THE FOLLOWING FOUR PAGES,

WAYS OF LIVING IN NASSAU

IN Nassau it's more of a way of life than a whirl. The houses are all more or less like the ones on these pages, all aware of their seascape. Many are built squarely on the beach, all concentrate on an outdoor life by day, a stylized semi-formality in the evening. They have easy elegance and a lived-in look, contradicting the winter resort gardens, cascading with bougainvillea and huge cotton-silk trees. For the first time since war's end, two boats a week leave New York for the two-and-a-half-day journey to Nassau. (Cars can be taken aboard or shipped from Miami.) There are daily planes making connections in Miami. A charter service flies from Philadelphia to Nassau non-stop in five hours. Nassau can be a hit-and-run vacation or a leisured way of living.

GREEN AND YELLOW TILED LOGGIA FLOOR, CHAIRS FOR SUN-DOZING, AND THE COOLNESS OF PALMS.

Mr. and Mrs. James Irving Bush live in a small house built squarely on the beach. With ambidextrous facility, it contrives a look which is both casual and formal, mixes easy elegance with a definite flair for entertaining. Never for a minute, however, does it lose sight of its setting, taking full advantage of the nearness of sea, the brilliance of Bahamian foliage. The blond, bamboo room on the ground floor with murals of Nassau life painted by Soldwedel, *père et fils*, is entered right from the sand dunes. The whitewashed arches of the house are graceful frames for a patio packed with ferns and palms. Even the dining room with its antique wallpaper and porcelain, its magnificent Duncan Phyfe furniture has its tropicana—green plants lining a kind of window conservatory.

IN THE DINING ROOM, NET CURTAINS, GREY WALLPAPER, YELLOW TILED FLOORS.

BALKIN

Nassau's winter houses *(cont'd)*

FACING THE SEA, THE ICE-BLUE DRAWING ROOM; ON BOLD BLACK AND WHITE TILED FLOOR A RARE FERAGHAN RUG; A COLLECTION OF STAFFORDSHIRE AND ROCKINGHAM FIGURINES LINES THE NICHES; ANTIQUE FURNITURE FROM FRANCE AND ENGLAND, AND, OVER THE MANTEL, A SELF-PORTRAIT BY TITIAN.

THE FAÇADE, WHITEWASHED, COOL-LOOKING: THE ELEVATION, HALF ONE STORY, HALF TWO, AND FROM EVERY WINDOW A VIEW OF SEA AND GARDEN.

BALKIN

PALE BLOND CYPRESS PANELLING ON THE LIBRARY WALLS; SPORTING TROPHIES, AN AIR OF SOLID COMFORT AND RETREAT, SEASONED WITH ELEGANCE.

There's a year-round livability to Mr. and Mrs. Bush's house, its secret hidden in the juxtaposition of contradictions. Of panelled rooms and tiled floors. Of windows curtained with net; Persian rugs, great paintings. Of fireplaces in rooms opening on gardens. All through their house, Mr. and Mrs. Bush have made a point of bringing outdoors indoors. They have done it with the precision and deftness of a collector fondly hanging a jungle painted by Rousseau. In the library, an ever-open door, panelled in bleached cypress, frames the sun-flooded loggia and patio. Ferns from the garden fill the biggest of a collection of silver trophies won at golf and horse shows. The deep blue-green of the ceiling and the chintz is cool as dusk.

MR. AND MRS. SUYDAM CUTTING'S SHADE HOUSE
ON THE POINT OFF "OLD FORT."

Nassau's winter houses *(cont'd)*

Sun, sea and gardens are a clue to these three Nassau houses plus a worldly assurance that smacks of "crown colony" life. Mr. and Mrs. Suydam Cutting live in a house called "Old Fort," its long, open piazza full of curios collected by Mr. Cutting on expeditions to India and Tibet. Dr. and Mrs. Sumner Dolley live in a one-story Moorish house with sun-shot loggias topside. Mrs. Sidney Small uses the large garden of her tiny house as a drawing room, entertains in the patio walled by massive tropical hedges.

MRS. SIDNEY SMALL'S PATIO;
GLIMPSED THROUGH VINE-COVERED COLUMNS,
THE OUTDOOR DRAWING ROOM,
ITS WALLS SOLID WITH TROPICAL GREEN.

ON MR. AND MRS. CUTTING'S PIAZZA,
TIBETAN TABLES, JAIPUR BRASS,
BIRDCAGES INSTEAD OF LAMPSHADES,
AND SEASCAPES PAINTED BY
STEPHEN HAWEIS ON THE WALLS.

MOORISH IN DESIGN,
DR. AND MRS. SUMNER DOLLEY'S HOUSE—
LONG, LOW, AND COOLLY WHITE,
WITH SUPERB VIEWS OF THE SEA
FROM ROOF-TOP TERRACES
THE BETTER TO SEE THE SEA.

FROM THE STREET: THE FAÇADE
OF DR. AND MRS. DOLLEY'S HOUSE;
GUESTS ENTER THE COMPOUND
THROUGH A HUGE, BRASS-STUDDED,
RED LACQUER DOOR.

BALKIN

Black is back

Private pieces in black, so scarce, so hard to find for so long, are back again. And sketched here are five pieces, five good reasons for rejoicing. A private collection to wear dawn to dawn, all in black (chemise to match, unsketched), all with the same special character of styling. Other points: a cut to fit persistently, without underlines; a made-by-hand look in fine nylon net bound by jersey cording; waistbands of real elastic. All designed by Vanity Fair in rayon tricot jersey, all resistant to runs and wrinkles as cellophane to water.

Far left: Demure as a first long dress—an Empire nightgown, low on the shoulders, with a band of ruffled net around the neckline, small cap sleeves. In black with Infanta pink cording. $5. Altman.

Left: A slip to fit under the closest fitting dress, scalloped jersey cording binds net to jersey, top and bottom; adjustable straps. $5. Altman.

Right: A petticoat (for a dark skirt), elastic bands the waist; scalloped net at the bottom. $4.

Above: Brief panties to match the slip, with a scallop of net, an elastic waistband. $2.

Brassière of black nylon marquisette, with adjustable shoulder straps, elastic banding the ribs. $3.

Left: Nightgown, covered as a dinner dress, ruffled and tied at the neck and cuffs. With a deep yoke of net. $9. All at Lord & Taylor.

Hood like an archer's helmet; grey wool felt. Madcaps. $5. Bloomingdale.

Young country clothes... ideas added

Here on these six pages is a collection of young clothes for country living. The sort of clothes which need your own special flavouring...which have a co-requisite of young ideas—a young, brushed-to-a-gloss look—your own wit and humour. Give them a collection of scarfs...belts...your own gold jewellery, and they will lead a life as varied as your own. Try the hood on this page fastened snugly under your chin by your largest gold safety pins, country-style over a heavy red sweater; or in town, with a black coat, grey skirt, a cluster of little pins on a shoulder. For your barest gold sandals, your pet gold belt, the dinner dress opposite; or the one on the next page, with all your gold bracelets, large gold loops in your ears. (Over them, either of the two coats shown.) Add a shawl to the low-necked short plaid dress. Try a spanking red cardigan, a grey flannel skirt, with a low-cut dark blouse, a large gold disk at your throat. And for leather accessories, any shape, any colour, the beige dress on this page; here with a pumpkin coloured bag, smoky-red belt and shoes for fall flavouring.

Beige wool, two-pieces. The top, a perfect shirt for any extra skirt; the skirt to wear with blouses, sweaters; the whole, a background for your own colour accents. The skirt; $13. The shirt; $15. Belt by Criterion; $6. All at Franklin Simon. Bag by Lesco. $23. At Bonwit Teller.

FRANCES MCLAUGHLIN

Evening in the country, an informal dinner. A girl who likes to look uncluttered, likes to wear wool. Solution: this star-sewn top, $50; new, shortened skirt, $20; this light, bright blue mated with spruce green. By Groblue, at Saks Fifth. Add gold: a Criterion belt. $24. Altman. Marie Earle's "Giselle" lipstick.

FRANCES MCLAUGHLIN

Evening in the country, perhaps after-skiing. A straight, warm dress of wool-and-rayon, its waist pulled in with a string, its skirt a new ankle length. By Joset Walker, $35. Lord & Taylor; Carson Pirie Scott; Garfinckel's. Jewellery by Seaman Schepps. "Persimmon" lipstick by Charles of the Ritz.

For a country day: cardigan of red wool jersey. By Majestic. $8. Franklin Simon. Skirt: Juilliard grey wool flannel. $25. At Lord and Taylor.

Bulky anorak (Eskimo for hood) of thick beige fleece. $12. Arnold Constable.

Plaid for country late-afternoon. A two-piece dress, Shamokin wool, milkmaid style, with dirndl skirt, puffed sleeves, low round neck. $14. Arnold Constable. With it, an important belt, gold bracelets, loop earrings.

FRANCES MCLAUGHLIN

• *For shops in other cities, see page 295*

A white fleece coat with a kaleidoscopic life. Perfect for the town-country circuit, doubling with tweeds, with evening clothes. Short, straight, belted in the back, with a Peter Pan collar, two rows of golden buttons down the front. By Lassie Jr. Ready December 1st. $40. Altman; The Blum Store; Wm. H. Block.

FRANCES MCLAUGHLIN

A grey flannel coat which leads more than a dual existence. Wear it after skiing, for shopping in town, over a country dinner dress. This, with a quilted lining, silver-metal buttons; its back belted in, its sleeves deep-cuffed. $35. At Bonwit Teller; Jordan Marsh. List of shops in other cities on page 295.

Guess how much?

The dress above is a setting for jewels, pretty shoulders, pretty face. Inscrutable about price because it's all unembellished line...and line very much à la mode. *Brown rayon moire; Jack Herzog design. Best's; L. S. Ayres; The Dayton Co.*

PENN

Priceless points of the dinner dress, above: the uncovered décolletage, covered arms, the stiff handsomeness of black Celanese rayon moire. Ceil Chapman design. Bergdorf Goodman; Rich's; Neiman-Marcus. The truth about prices, on page 296.

Guess how much? *(cont'd)*

Four confidential jerseys....Prices on page 296.

Jersey basis (left) *given an extravagant build-up: furs, jersey gloves, a jersey cummerbund. Beige wool. By Henry Rosenfeld. Franklin Simon; Kerr's.*

Blurred-grey wool jersey cardigan dress (above)... *non-indicative surface for a special hat, furs. By Henry Rosenfeld. Russeks; Woodward & Lothrop.*

High-throated toast-colour wool jersey (above)... *priceless prop for a jewelled stocking cap, furs, and company. Huxley design. Bloomingdale.*

Well-turned simplicity in beige wool jersey (left). *A Nantucket Natural. Franklin Simon; Chas. A. Stevens. Your belt. All jewels by Seaman Schepps.*

What looks new...

It looks new in Paris, it's moving through blouse and sweater houses here: the long torso blouse whose waistline is loose, whose whole look from knitted collar band to tightened hip-band is middy. It's news, perhaps prophetic, in a season of fitted waistlines. Coming, in America, a red middy blouse with a fine line of white linen for its stand-up collar and cuffs. A red-green-and-white striped long jersey with U-necked, Annette Kellerman line. A finely-striped navy-blue-and-white jumper with a tight cuff across the hips. Coming into resort fashions: the long-torso look.

It looks new if it's feathered; the hat without plumage is the exception. Osprey, coq, a single coloured plume...all, romantic *fin de siècle* flashbacks and quite wonderful with the return of cocktail suits. A velvet pillbox with a straight-shooting spray of fake aigrettes describing every turn of the head. Or a black jersey toque with coq feathers for day. Or down-draft feathers—under the brim of a deep crowned hat, close-curled black feathers that make their own coiffure, a soft, down-curve shadowing one cheek. It's new now for the young to wear little dinner hats, often feathered, milliner's hats; new to wear them with little late-afternoon suits. (See the ice-blue wool one shown in Vogue November 15.) And it's new to wrap the head in a sort of hood, a soft hat that wraps around, mediæval fashion. And it's new to wrap the head in a turban of your own hair or in a switch to match yours.

What looks new, looks newest in shoes is the climb of the shoe toward the ankle; the rising mark of straps—the occasional boot. Coming: the sandal boot; the fur boot; fur spats for pumps. Also coming, sandal-foot nylons. And very much here, now, seen everywhere that the young dance, a many-strapped sandal with cuban heel—a very manageable height.

It looks new to use fur like fabric for a smallcoat made close to body lines. To have it in a fur whose markings are as definitely patterned as tweed's—ocelot, leopard, Manchurian ermine, for instance. It looks new, the winter-cape, new for snow-country—a knee length, red-underwearing fleece one over ski clothes (here, the cape may amount to a generic development because of the ease with which it slides over a muffling of clothes). And it looks new in the sun-country, in California right now, to have a bathing-suit of new proportions, a newly played-up area of skin. The suit is perfectly plain in front with wool tights worn rather low-cut in back, the back strap of the bra-top worn decidedly high—thus elongating the distance from cover to cover, lengthening the back. It looks new and unanimous in California to be finished with movie-hair, to wear it sleeked with gilt barrettes.

It looks new at night to carry a little gold mesh bag. To wear a jewelled shoe. It looks new to involve pearls in a dozen new associations. To wear a double strand of them low at the hollow of the throat and add a smaller, single strand of them way up on the neck. Or to wear a single strand of large pearls and wind ropes of bright-coloured necklaces below them, into an almost solid collar-and-bib of jewels. New to pick up whatever colours in twin pins worn close together. And it's new to suit-life to wear a big scarf tied Schiaparelli-fashion into a big, four-in-hand tie knot—then slip the knot down to a low neckline. The scarf can be of silk or wool.

And it always looks new and personal to introduce minor-key colourings. Short grey thick-leather gloves. Pumice-coloured beaver felt hats. Turning-leaf colours in the country. Champagne satin for the jacket of a cocktail-dinner suit. The colours of pale brocade. And Oxford-grey satin with silver at night; gold lace at night. And navy-blue at all hours of the winter. And, fresher than spring, new for winter, black with white accents—a vestee, a hat, white gloves. New-again: heirloom umbrellas, ferreted for in antique shops and attics; tortoise hook handles; Meissen hammer heads; gold-handled cane umbrellas.

On dit...
On Dit . . . they are saying that this
is the most inspired perfume to spring from Paris
In the gold-flashed flacon, 1/8 fl oz., 15.00
In the crystal bottle, 1 1/4 fl oz., 27.50
all prices plus taxes
Elizabeth Arden

Dramatically New!

with bristles all around

Hughes

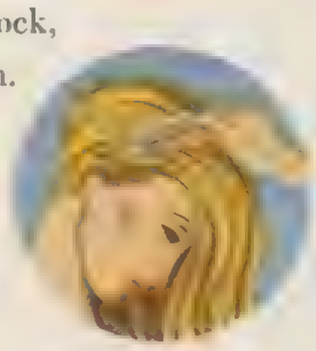
*All-a-round**

HAIR BRUSH

Just wait until you feel it in your hair! The Hughes *All-a-round* brush is utterly new. Beautiful—yes!

But what it can *do* for you is even more exciting! Long, strong bristles go all around the handle of brilliant, diamond-cut Lucite. This takes advantage of the natural way to brush your hair.

As you brush, the wide-spaced bristles cling to each lock, sweeping the hair in rolling motion all around the brush. It's like a professional treatment, stimulating the scalp, polishing your hair to glowing sheen! For lovelier hair, ask for the Hughes *All-a-round* hair brush at fine drug or department stores.



Hughes Brushes, Inc., 500 Fifth Ave., New York 18.

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PERFUME IN A VARIETY OF SIZES $27.50 TO $2.85
ALSO AVAILABLE IN TALC • SOAP
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Quality

is the care

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little things that matter . . .

kimball is the quality

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at better stores everywhere

Who knows, perhaps you may inspire poetry

LUMINOUS FILM
Cover-up in cream form, luminous finish.
Five shades. $1.50

LUMINOUS COVER-UP
In liquid form, luminous finish.
Five shades. $1.50

UNDER-TONE
Sheer make-up in liquid form, luminous finish.
Five shades. $1.50

Prices plus tax

The Dewy, Luminous Look

The poets have long been dreaming of a mythical maiden with a dewy, luminous skin. Ah, but now, it's more than a dream. It's yours with make-up foundations by FRANCES DENNEY in a new luminous finish, in cover-up or sheer make-up. And unless you wear this dewy, luminous look, you'll never know how romantic, enchanting, exciting you can be.

FRANCES DENNEY

Diamant Bleu *Gloria Vanderbilt's lovely fragrance, made to a long-lost French formula. Completely lovely, even to its rich packaging in hand-polished French crystal produced by the most skilled craftsmen in France*

$50, $30 and $17.50 (Prices plus tax)

Lipstick in six high-fashion shades and richly patterned case, $1.50 (Plus tax)

Gloria Vanderbilt

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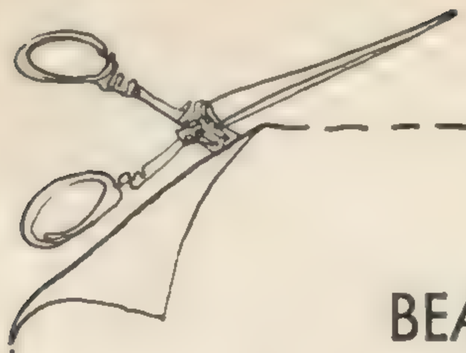
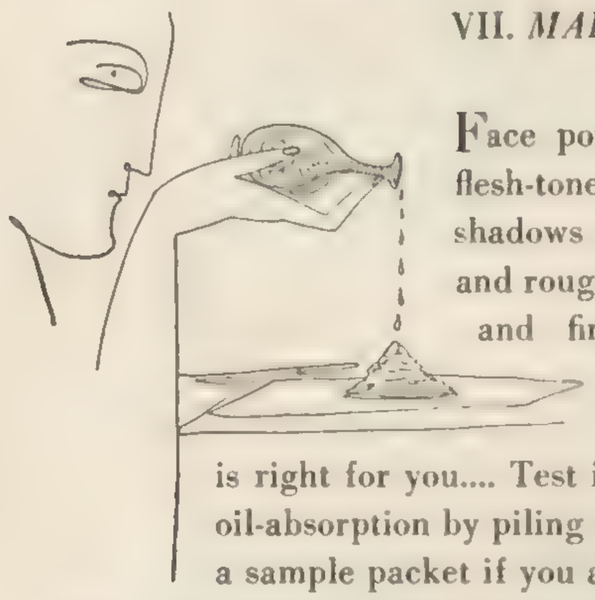


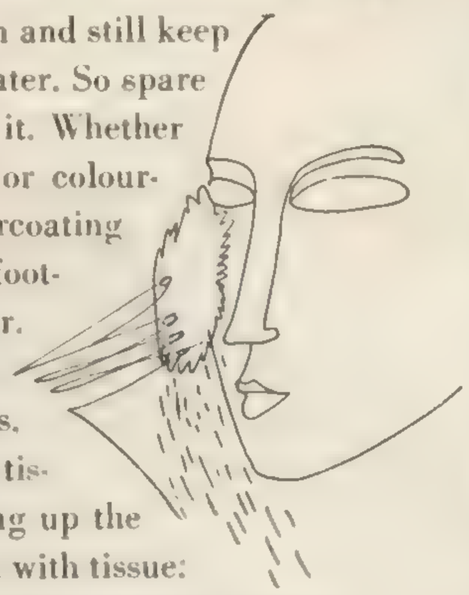
BEAUTY CLASSICS

VII. *MAKE-UP*



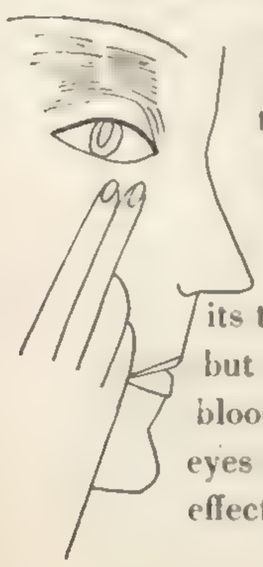
Face powder is more than a flesh-toned backdrop for eye shadows and bright lipsticks and rouges. Powder is the flush and finish of your entire make-up. Be sure the powder you use is right for you.... Test it against too great an oil-absorption by piling a teaspoonful of it (or a sample packet if you are buying a new powder) on a piece of white paper, pouring into it a few drops of clear mineral oil or make-up foundation (if you use a colourless one). If the powder retains its own colour and does not get considerably darker, you can be sure it will not darken in moist, orange-y patches on your forehead, at the corners of your nose, in the crease of your chin—those places where your skin's own oil content is highest.

Powder should not absorb the oil of a make-up base—powder should simply rest in it lightly. Of course, no powder can be expected to be saturated with an overdose of an oily foundation and still keep its original bright shade hours later. So spare the foundation when you apply it. Whether it is cream or liquid, coloured or colourless, it should be the barest overcoating for your skin, a light but firm foothold for the fluff of the powder. Remove any excess foundation by slicking it off with your fingers, then wiping your fingers off with tissue, rather than unevenly blotting up the foundation directly from the skin with tissue:



You can't rub powder to the evenness that your base coat of foundation can have, so press it on thickly with a clean cotton pouff over your face and throat, let it "set" a moment in the underlying foundation, then flick off the surplus, moving down from the forehead, down to the base of the throat.

Regardless of whether your make-up base is coloured or colourless, when you choose a face powder pitch the shade of it directly to your skin (the additional blush that you want from your coloured foundation will seep through ruddily enough). To match it to your skin: rub a finger-full of powder on the skin of the inner arm just above the wrist. Skin is thin here and most like the skin of your face, and, because it is protected from sun and wind, the skin at this point will show its true colour.... Skin is thin under the eyes, too, but it is shadowy with the blue of the underlying blood vessels. Never powder heavily around the eyes as it will give them an unnatural, mask-lidded effect.... *Next issue, more about make-up.*



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R.S.V.P.... the answer is "yes"

Richard

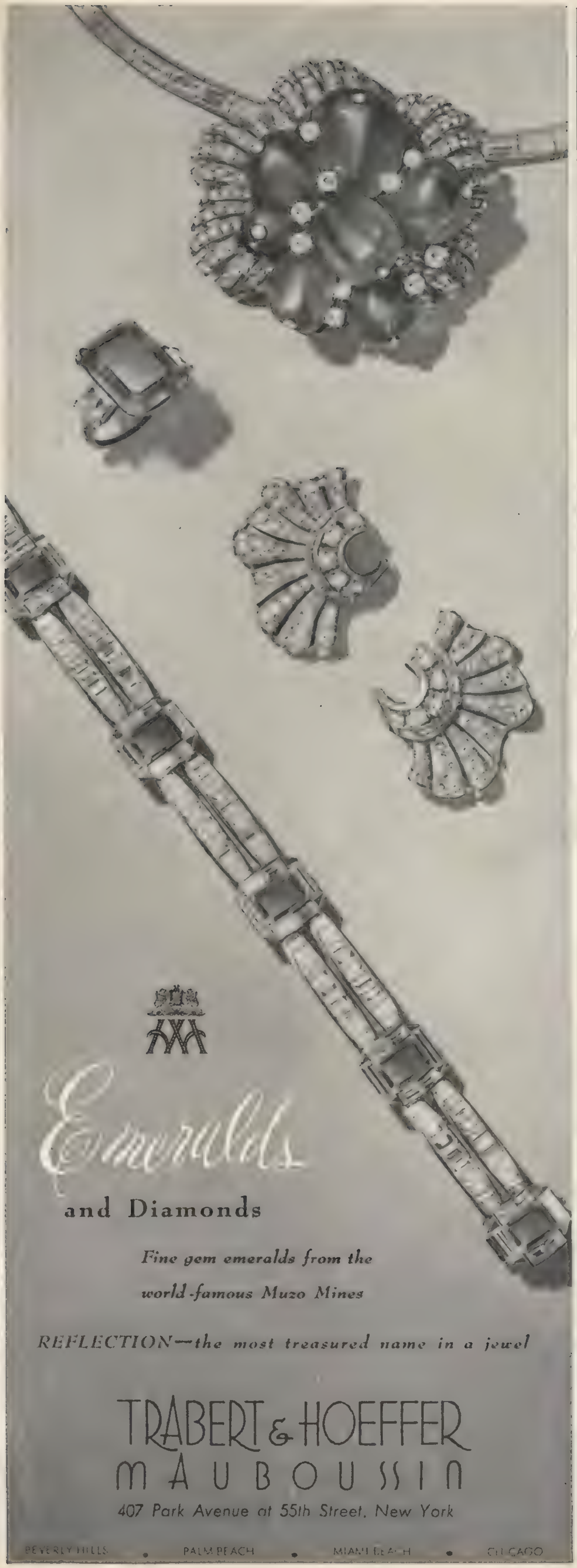
OF DISTINCTION

Vogue... mood of the moment

Gemey Concentrate... not too innocent

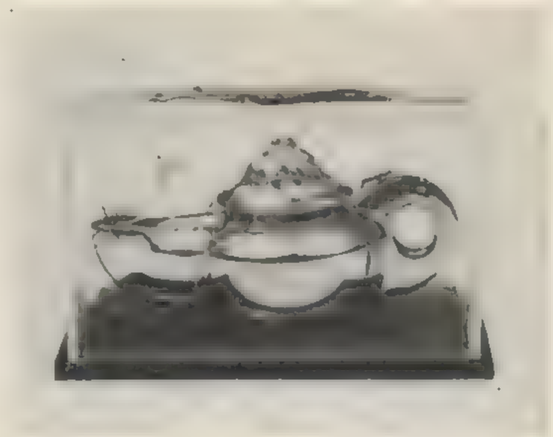
Hudnut

NEW YORK · PARIS, *each perfume $15.00 the ounce, tax extra*



DISCOVERIES IN BEAUTY

You might rub Aladdin's lamp and wish for a younger looking complexion—but we hear that a tiny portion of precious Amor Skin, used before you go to bed, will help you in an *almost* miraculous way. This concentrated peach-scented cream contains oil from the long-lived tortoise. Jay Thorpe.



Not too strong—not too faint, but De Heriot's White Lace Eau de Cologne follows a fine middle path, cooling and scenting lightly as it goes. White Lace is bottled in frosted glass, has a little heart-shaped dog-tag that says "to" and "from" in case it should serve as a thoughtful gift. Altman has it.

Botany's Lanolin Cosmetics now include a lipstick and face powder, easily identified by a package patterned in lavender roses. Both come in six planned-for-each-other shades, including our favorite one, Happy Ending: a warm rose face powder, clear red lipstick. McCutcheon's has both.

BAKER

HER RING—Five star-bright diamonds set with distinctive beauty in white gold.

Miss Marjorie Carolin

Charming Long Islander, Marjorie Carolin is the daughter of Mr. and Mrs. William V. Carolin, and a great-granddaughter of the famous surgeon Valentine Mott. She is engaged to Lieutenant Richard Russell Galt of the Army Air Corps. Another Pond's bride-to-be, Marjorie's exquisite complexion has a warm translucency—perfect with the pearls she loves to wear.

She's Engaged!

She's Lovely!

She uses Pond's!

THE NEW "BLUSH-CLEANSING" Marjorie Carolin uses for her smooth complexion will give your skin

____*an instant clean-sweet look*

____*an instant softer, silkier feel*

____*and bring up a charming blush of color*

HOW TO "BLUSH-CLEANSE" your face as Marjorie does:

You *rouse* your skin by pressing a face cloth drenched in warm water against your face and throat.

You "*cream-cleanse*" while your skin is receptively moist and warm. Spin your fingers full of snowy Pond's Cold Cream upward in circles, as if drawing engagement rings all over your face. Pond's *demulcent action* softens, loosens dirt and make-up as your fingers swirl. Tissue off.

You "*cream-rinse*" with a *second* thick Pond's creaming. Spin about 25 little Pond's Cold Cream engagement rings up over your face. Tissue off.

You *tingle* your clean, clean face with a good splash of cold water. Blot dry.

THAT'S ALL! . . ."And my face feels so soft, looks smoother, glowier, right away," Marjorie says.

Every night—give your face the complete "Pond's Blush-Cleansing." *Every morning*—give your face a once-over "Blush-Cleansing": a warm splash, quick rings with Pond's Cold Cream, tissue off, then a cold splash.

Invite the soft-smooth Pond's "engaged look"! Dip your fingers deep into a *big* jar of Pond's night and morning—*every* day. The 6-ounce jar is a lovely size to use.

"I love this Pond's new Blush-Cleansing," says Marjorie

Diamonds and Pond's! These nine diamonds—valued at twenty thousand dollars—are destined for some of the loveliest engaged girls in America.

AMONG THE MANY BEAUTIFUL WOMEN OF SOCIETY WHO USE POND'S!

The Marchioness of Carisbrooke

Mrs. Lawrence W. Earle — Mrs. Robert Bacon Whitney

The Duchess de Richelieu — Mrs. Charles Morgan, Jr.

The Lady Victoria Montagu-Douglas-Scott

Gladys, Countess of Winchilsea — Mrs. Ernest L. Biddle

Miss Cynthia McAdoo — Mrs. John H. G. Pell

Mrs. William Rhinelander Stewart

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SCANDAL

MY SIN

The Best Paris Has To Offer

Raymond
quilts
a
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and it's heaven
on earth in
Bemberg rayon sheer
In turquoise or shocking and self-lined. 10 to 18. About $40.
For store in your city write Raymodes Negligees, Inc.,
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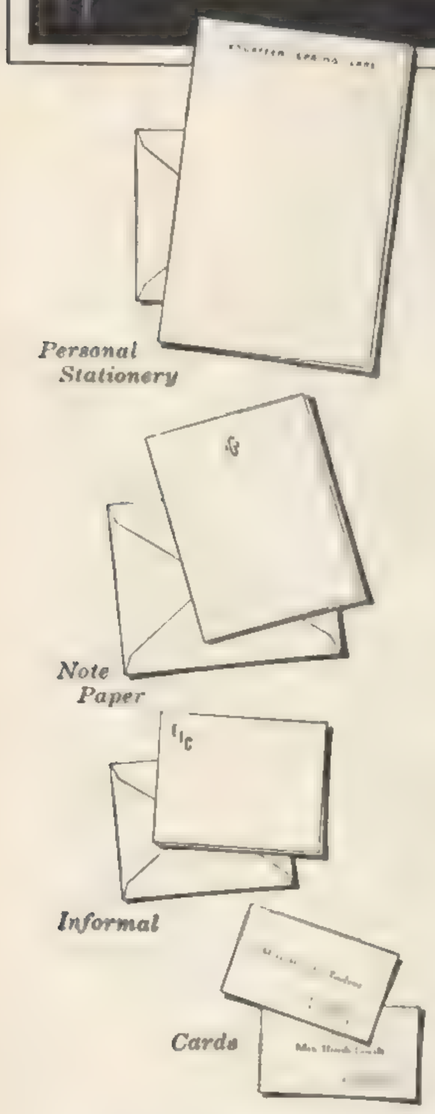

It's smart to give something useful — and when that something is handsome, fashion-right Whiting stationery, you can be sure of pleasing the most discriminating. Make your selection from the many tasteful styles and colors in Whiting's silky-smooth *Angora,* dainty *Organdie* or rich *Woven Linen* . . . wrap with care . . . and mail with confidence — truly a present that compliments the giver and the receiver alike.

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DISCOVERIES IN BEAUTY

Blushing is supposed to be fine exercise for the skin and as the woman of 1946 is apt to have lost the gentle art of blushing—Dermetics will help you with their Blushing Oil—creamy liquid to bathe the face, to make it glow. Remove after a few moments—so much the pinker! Dermetics Salon.

Juniors take note—Lydia O'Leary's Spot-Stik understands the value of camouflage. Undertakes the task of covering that blemish-just-before-the-ball or even too many freckles. Spot-Stik works on lipstick principles. Slips easily into a purse, comes in five different skin tones. McCreery's.

If you allow only a minimum amount of time for pre-bedtime prettying. Kathleen Mary Quinlan's Complexion Wash is your dish. This feather-light cleansing cream, soothing as facial cream, does a two-in-one duty when you pat it on the face. Massage, rinse—there you are! Arnold Constable.

BAKER

Available in black and brown Botany broadcloth 100% virgin wool. Also black, red, brown and wine pure virgin vinyl plastic, and black patent plastic
$7.50 plus tax

MORRIS WHITE FASHIONS, INC. • 362 Fifth Avenue, New York

NEW! ANGEL FACE

by POND'S

Heavenly new make-up!

Goes on without water!

. . . and stays!

New! Not a cake make-up — Easier to apply! Not drying!

No water! Just circle the velvety puffet over the Angel Face—then smooth it over your skin. *At once,* little skin imperfections hide beneath soft, heaven-smooth color!

New! Stays on longer than powder

A smoothing "cling" ingredient is sprayed into Angel Face—then blended in by terrific pressure! It's this pressure-fused "cling" that makes Angel Face *stay on* so angelically!

New! Can't spill in your handbag

Carry Angel Face with you wherever you go! It isn't spilly or messy—doesn't "snow" on your clothes. With Angel Face in your handbag, you're *always* prepared to give yourself a fresh make-up . . . smooth, flattering, *lasting!*

Society Beauties say:

"Angel Face is *wonderful*—it gives a beautiful smooth finish, and goes on so easily! I wouldn't go out without an Angel Face in my handbag!"
MRS. ANTHONY DREXEL DUKE

"Angel Face gives the smooth color of a cake make-up—but is so much easier to put on! No water—not drying—and it *stays on* so well. I can't remember when I've been so keen about *any* cosmetic as this new make-up of Pond's!"
MRS. DAVID MCCORMICK

"Once you've used Angel Face, you wonder how you ever lived without it! It's always ready to give you a fresh, perfect make-up any time and anywhere!"
MISS CAMILLA MORGAN

Choose from 5 angel-sweet shades!

With luxurious puffet.

At better beauty counters —79¢, plus tax.

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Powder Case

from five to fifteen dollars

white flame

unforgettable gift

Heady. Haunting. Electric. The scent to set her heart afire.

WHITE FLAME PERFUME, 18.50, 9.50, 2.50
WHITE FLAME PERFUME COMPACT . . 2.50
WHITE FLAME EAU DE TOILETTE, 7.50
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Eileen

SLIPPERS

for lounging luxury

Youthful, lovely little darlings . . . in exciting colors . . . for your leisure hours. At better stores everywhere.

GROVES SHOE COMPANY, *creators of* EILEEN *footwear* . . . CHICAGO 6 . . . NEW YORK 1 . . . ST. LOUIS 3

New!
LIQUID 'lipstick'
can't smear!
won't rub off!

Instantly . . .
make YOUR lips
more thrilling!

Here is the most important charm discovery since the beginning of beauty. A "lipstick," at last, that actually can't smear—that really *won't* rub off—and that will keep your lips satin smooth and lovely. It isn't a "lipstick" at all. It's a liquid in the most romantic shades ever! And so permanent! Put it on at dusk—it stays till dawn or longer. At better stores everywhere $1 . . .

Charming **Adele Mara,** featured in Republic's "I've Always Loved You"

High-fashion gloss and radiance in every exquisite shade—twelve in all!

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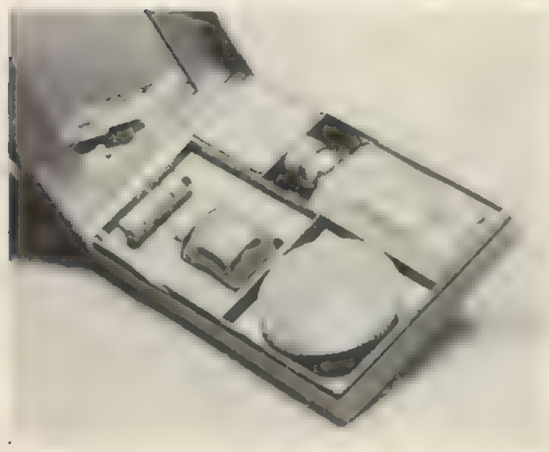
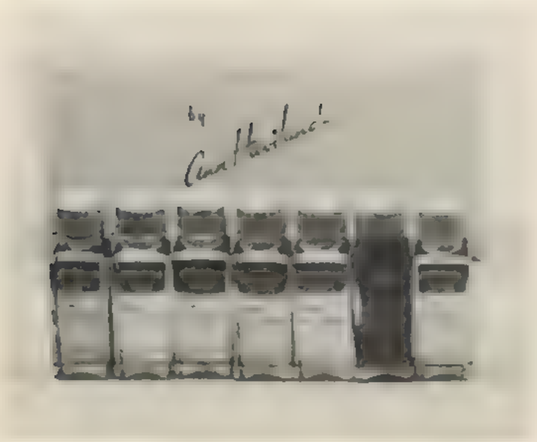
DISCOVERIES IN BEAUTY



Ethereal, the new Frances Denney make-up, is shown here in its make-up box with built-in mirror. Ethereal make-up was designed with a misty-soft complexion and deep red lips in mind. And everything in the kit will help you achieve that look. Including luminous cover-up. Franklin Simon.

Marie Earle's Golden Morn is a light emollient of delicate oils formulated to soften dry skin and help counteract tiny lines. This before-slumber treatment, in a gilt jar, is part of a six-fold plan for beauty. A cobweb coating of Golden Morn is enough for one overnight treatment. Bloomingdale's.



Much has been said about the luxury and relaxation of an oil-scented bath but it can all be said again for Ann Haviland's new Bath Oil Series. Seven little vials, including Wood Violet, Carnation, Gardenia, and "Perhaps" (a predominantly rose and jasmine blend) allow a choice. De Pinna.

BAKER

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TOWER OF HOSPITALITY

Now under new and progressive ownership and management — reconditioned and redecorated inside and out. Ideal location overlooking Bayfront Park. Moderate rates. Reservations advisable.

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EVERGLADES
ON BISCAYNE BAY — OPEN YEAR ROUND
Leonard K. Thomson, Manager

TIFFANY & Co.
FIFTH AVENUE & 57TH STREET
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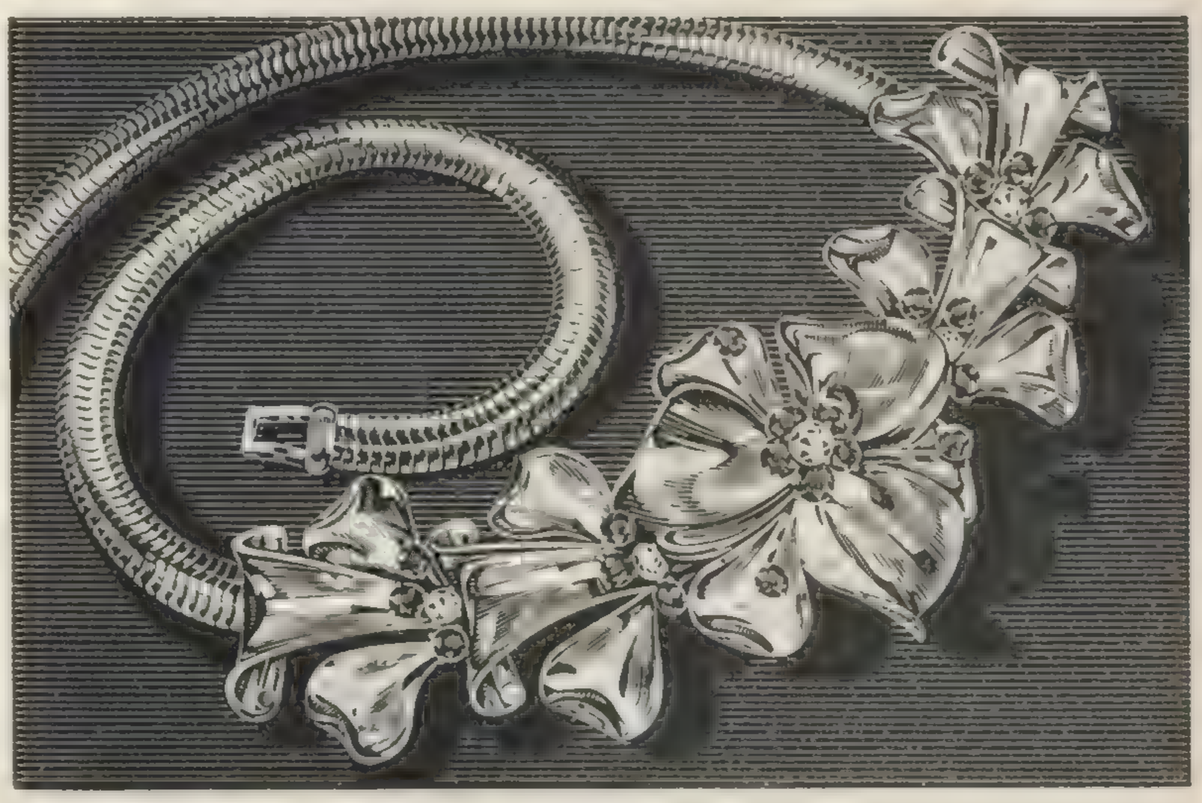
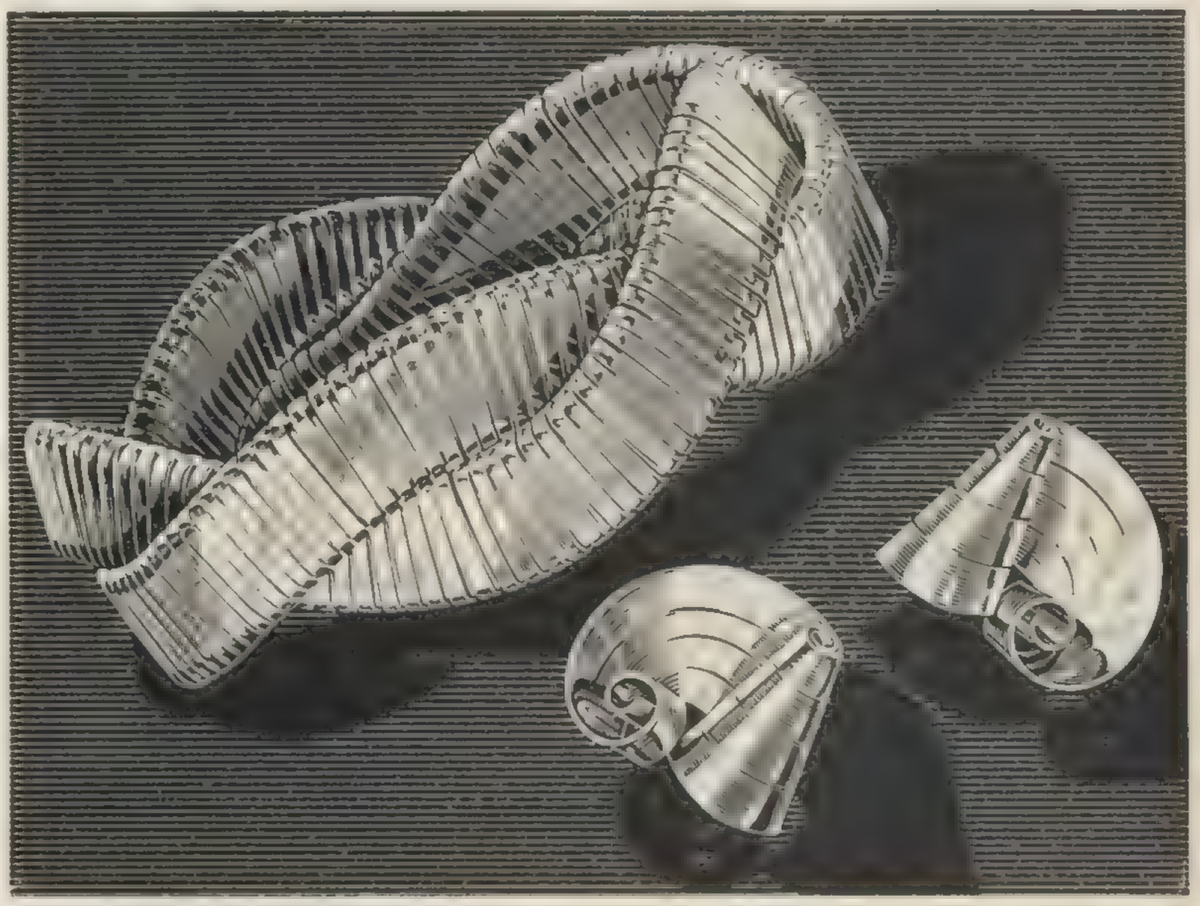
EMERALD AND DIAMOND BRACELET $ 5300.
PAIR OF DIAMOND EARRINGS 1200.



14 KT. GOLD, RUBY AND DIAMOND NECKLACE $ 1275.



PAIR OF 14 KT. GOLD EARRINGS $ 50.
14 KT. GOLD BRACELET 365.

ALL PRICES INCLUDE FEDERAL TAX

THE ILLUSTRATIONS AND PRICES ARE TYPICAL OF OUR LARGE AND VARIED STOCK, BUT SPECIFIC ARTICLES MAY NOT BE AVAILABLE AT ALL TIMES.

SHUR-TITE

Favorite of the Month

Rich gathered folds . . . soft curving lines . . . beautifully balanced proportions . . . a handbag of unusual loveliness that embodies the height of fashion artistry. Designed with loving care for the woman who looks at her accessories as a complement to her sense of perfect grooming. Black and brown calf-grained Vinylite.

$5.00* plus tax

Many other Shur-tite originals at your favorite counter at various prices

Goldsmith brothers mfg. co., inc.
New York — Chicago — Los Angeles

* slightly higher in some localities

BEAUTY NEEDS AN EARLY START...

If you believe, as we do (see page 198) that fledglings need to be trained early in the ways of beauty wisdom, then make a margin note to look into Melinda beauty preparations—fine fare for a young girl's delicate complexion. Helen Pessl, creator of the Melinda line, veers sharply away from young-beauty-nonsense—presents rather, sensible preparations for the 9 to 15 age group. There are, for instance, Herbal and Apple Blossom lotions for normal young skins; soapy Pore Cream to correct oily skin, and Special Lotion to help minimize unattractive teen-age "blossoms." DePinna has them.

If you are having the usual mother-daughter no-meeting-of-the-minds trouble and feel that now is the time for your young sprite to stand up straight and "do something with her hair," don't waste words on a deaf ear. Somehow, advice from the outside is more easily taken, and Ann Delafield, of Richard Hudnut Salon, has worked out an excellent program that will help the average sub-deb to poise, good posture, and fashion-sense. Tubby little girls are gradually slimmed down by means of exercise and diet; gawky ones get the same treatment in reverse. And complexes are very often ironed out.

Nothing precocious about Miss Twinkle, a new star on the young cosmetics horizon. These down-to-earth beauty aids for little girls are done up in charming blue-and-white bottles and boxes. Will help you give your favourite cub a head start in hair and hand grooming. Shown right: Miss Twinkle hand lotion and shampoo. Bonwit Teller.

BAGER

Right in Your World...

A very real joy—negligée and gown duets of sweet individuality. Richly conceived by Hatem in Dream-Glo rayon, sewn by hand and graciously run with true Alençon lace! Waiting for you at fine stores everywhere, and for name of store nearest you, write to

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. . . finis!
the "forbidden" perfume by Dana
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Christmas symbol for a very fortunate woman
You're fortunate indeed if this Christmas his gift to you is an Omega watch. For Omega is the symbol of the ultimate in fine watchmaking . . . precisely accurate, incomparably beautiful. A century of craftsmanship and tradition have produced the superb Omega which you'll wear proudly this Christmas and for many Christmases to come.
You're fortunate, too, that your gift to him can be an Omega, the precision watch that he's always dreamed of.
Omega, winner of the highest rating ever awarded a watch at the British National Observatory, recently surpassed even its own records at the Geneva Observatory Competitions.
OMEGA
WORLD WIDE SYMBOL OF ACCURACY Ω
Fifth Avenue, New York

Nothing surpasses
SOLID STERLING BY
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GOLDSMITH & SILVERSMITH TRADITION SINCE 1840
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Palladium has the strength to hold your gems securely . . . it permits the creation of impressive pieces without undue weight.

Ask your jeweler to show you typical creations in precious palladium.

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Lined with a Celanese® fabric of rayon

at fine stores
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RETURN

By Viola Irwin

BECAUSE Gaillon (in Normandy) still has its bridge, I left the train there, some seven miles from our village. A cruising truck driver took my luggage with him, his wife, his two children, and his dog. I was deposited neatly in front of the *garagiste* who had always taken care of me. I had been told that his taxi still functioned.

"*Dis donc, c'est Madame Williams!*" I heard from the kitchen. Monsieur Salmson emerged. He beamed at me—but he was quite changed. His hands were black instead of oily, and he smelled of smoke instead of gasoline. After a few preliminaries—I'd been gone five years—he seemed perturbed that I wished him to take me to Tosny.

"Yes—but certainly—a little time, perhaps...."

He vanished into his garage, and his wife suggested that I step into her kitchen and "wait." "You will not be leaving at once," she said cryptically.

I had, indeed, time to give her considerable news of American economic conditions, politics, and weather, ways of life and thought. She wished to know how Truman compared with Roosevelt—or rather, she waited to have confirmed her own evidently unalterable conviction of their respective values. Then she, in return, gave me an account of the German retreat from that section, before the advancing British and Americans.

Her husband now rolled out of the garage at the wheel of the same taxi; but now it buzzed, wheezed, coughed, and steamed. It was propelled by an engine burning charcoal, which demanded long preparation and frequent attention on even our short trip.

"I have no more gasoline, but we shall arrive."

"The bridge?"

"It is being rebuilt—that is, the pillars; the bridge itself is ready, we are told, to roll into its place. But it goes slowly, the rebuilding. We lack trained workmen, and above all, materials. Meantime, we have a motor ferry, and rowboats...."

We trundled down an incline to the Seine. The Château Gaillard, "my fine daughter of one year," as William the Conquerer described it, was reflected in the olive water. And then we waited while lines of barges passed in both directions. These barges were alive—swift, freshly painted, their cabins gay with curtains, geraniums (yes!), pennants of drying clothes, chickens, children. Other barges rotted in the mud on both sides of the river, or rose, rusty hulks, recently lifted. They had been sunk by the invading Germans, then re-floated and used by them; sunk systematically from the air by the Allies. Now they were again being brought up by the French. Here

(Continued on page 263)

You couldn't give a nicer gift this Christmas, than Lactopine—the finest Bath Pine you can choose.

A single spoonful of this imported Pine *Concentrate* makes the bath a luxurious, wonderfully refreshing experience. • Where to buy it? At all better Drug and Department Stores.

SWISS PINE IMPORTING COMPANY, Inc.
381 Fourth Avenue, New York 16

LACTOPINE IMPORTED PINE *Concentrate*

In a Smart Woman's Hands...

For your return to elegance, Volupté creates accessories that gleam and glitter importantly... the new jeweled compact and matching cigarette case... the fabulous portmanteau for cigarettes, money, make-up. From a collection of Volupté originals, 2.00 to 14 karat gold at 500.00.*

Jeweled Cases by VOLUPTÉ REFLECT THE PRETTIEST FACES

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*Plus Federal Tax

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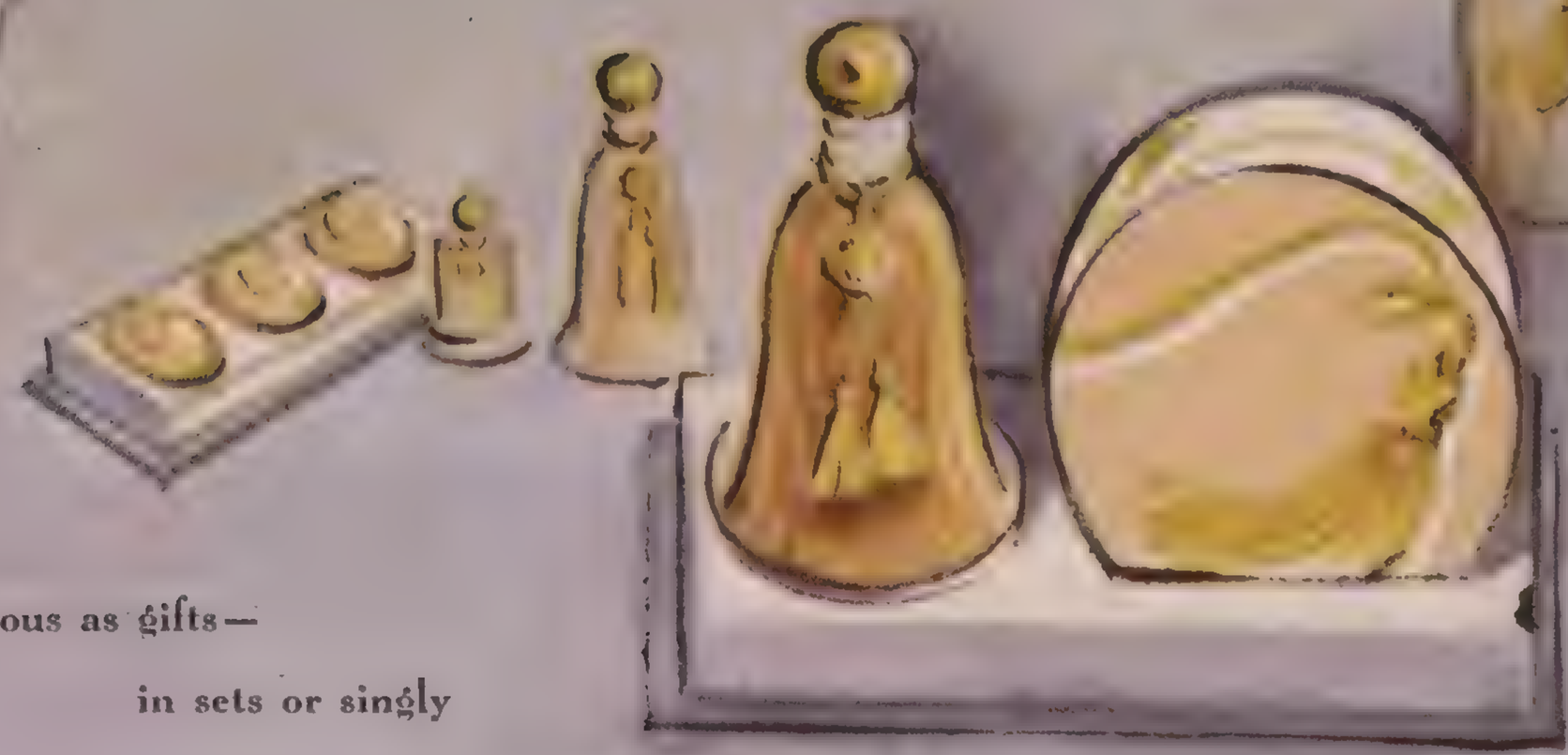
GOLD TASSEL

a gay soft fragrance with an evening air

BY *Wrisley*

Shimmering cobweb magic . . . the bewitching aura of subtle, enveloping fragrance.

Exquisite toiletries . . . for tip-to-toe loveliness.



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...it's action-easy
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...it's fashion news
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...it's dramatic
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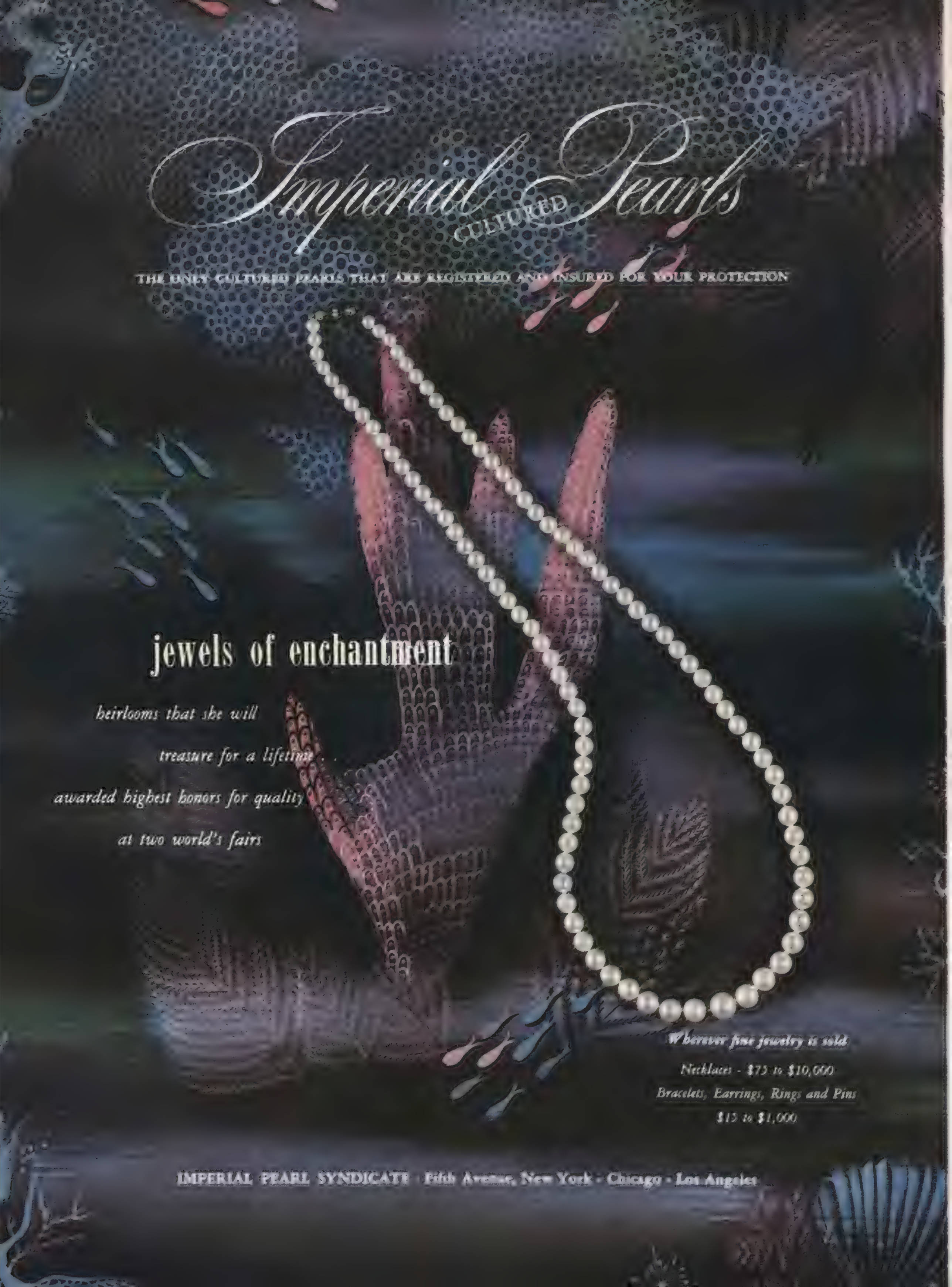
Imperial Cultured Pearls

THE ONLY CULTURED PEARLS THAT ARE REGISTERED AND INSURED FOR YOUR PROTECTION



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treasure for a lifetime . .

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Necklaces - $75 to $10,000

Bracelets, Earrings, Rings and Pins

$15 to $1,000

IMPERIAL PEARL SYNDICATE · Fifth Avenue, New York · Chicago · Los Angeles

RETURN

(Continued from page 258)

and there was one too damaged, left to rot. River flowers had rooted on their muddy decks and hatches.

A break in the lines of barges, and with creaking of our dripping steel cable we were off. Our ferryman wore only shorts, and sabots mended with bits of rubber tubing. His brown body was burned almost black. I remarked to my friend the *garagiste* that times had changed in France—a very few years ago such nudity would have been unthinkable. Medical hygiene....

He laughed. "Perhaps—perhaps it is hygienic. But principally it is necessary. The skin, happily, does not wear out."

We made a detour around the bridge area, and now looked over our village fields of wheat, oats, flax, clover. The village, against its hill, is in the almost closed curve of the Seine between Gaillon and St. Pierre. The valley here is one of the most immortalized landscapes in France. Monet's house and his water garden are at Giverny; Cézanne and Pissarro painted its villages and hills. Sisley, Bonnard, and others have placed in museums around the world its landscapes veiled in blue.

As our coughing taxi entered Tosny, I suddenly was taken back to November 1918.

Paris was *en fête*, because this was the Day of Victory, the end of the Great War which we all knew as the War to End War—remember? Flags, flowers, music, dance; speeches—patriotic, grateful, hopeful, ecstatic. Café terraces overflowing with bright clothes and faces, streets crowded with revellers. A little American boy of three, brought to Paris on what, to him, was an important day, was gratified, though not surprised, at these phenomena.

"They are really *gentils*," he said, "to celebrate my birthday so beautifully."

Tosny, now, likewise was *en fête*. Flowers and green leaves framed doorways in a swept and garnished street. Every house had hung at its windows whatever it possessed of colourful and gay; shawls, sheets embroidered with fresh flowers. I had for a moment the same illusion as that 1918 baby, of being greeted with public rejoicing. A dozen vehicles stood in our lane, covered with green branches, white plumes of Polygonum, marigolds, dahlias, roses. Two girls in big white Norman coifs and embroidered aprons stood in one of them, singing and handing out bowls of cider:

"Vive le cidre de Normandie!
Rien ne fait sauter comme ça."

A sentinel presented arms at the back of another flowered cart; inside was, naturally, Madelon, filling the glasses of a tableful of *poilus* of that

(Continued on page 266)

Be lovely to love

Make the famous Fresh test. See why more women are switching to Fresh than to any other deodorant.

Fresh stops perspiration worries completely. Fresh contains the most effective perspiration-stopping ingredient known to science.

Fresh stays smooth...never sticky or gritty...doesn't dry out in the jar.

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Exotic Simplicity

in THE ORIGINAL FORTUNE

by Folker Fabrics

made with Narco rayon

Turquoise, Peony Red, Grey, White, and Black
SIZES 10 to 18.

ABOUT $25.00

This gown is shown exclusively at the following stores in their respective cities

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A New Star Arrives
It's Exciting!
It's WORTH'S
REQUÊTE
the most luxurious perfume ever created . . . makes you the Star wherever you are . . .
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Young in Spirit... Modern in Mood

*"Ariette"

a new design For Youthful Figures...

Embodying all the skill in fit and workmanship synonymous with the proud name of Maiden Form...
"Ariette" gives that subtle pointed uplift which is youth itself to bosoms which are *average* or just-a-trifle *under* average. Featured in 100% pure White Irish Linen, in gay Plaid Gingham and in Tearose Broadcloth—$1.50 and up.

If you can't find your style at first, try again! Dealers receive shipments monthly. Send for *free* Style Folder: Maiden Form Brassiere Company, Inc., New York 16

BRASSIERES BY

Maiden Form

TRADE MARK REG. U. S. PAT. OFF.

"There is a Maiden Form for Every Type of Figure!"

RETURN

(Continued from page 263)

other war. Another vehicle glorified Wheat—a miniature mill, complete with thatched roof and a miller's daughter.

Girls dressed by the châtelaine in skirts of filmy green (asparagus), white chemisettes, big, heart-shaped hats of fresh flowers. Little boys pushed blossomy wheelbarrows in which sat littler boys. Utopian vehicles passed which later turned out to be bicycles, hand-carts, hay-wagons.

All this, and the even more important later festivities—the carousel on the green, the magician in his tent, the fireworks on the bank of the Seine, and the crowded dance in the *Salle des Fêtes*—I could not but know had nothing to do with me or my arrival. But after all, I had had the tact to arrive on this day, after five years' absence. The small children were new to me; and of the flower-clad nymphs I recognized only the fisherman's daughter, because of her enchanting colour. But the older ones knew me. They came out of the ranks to greet me, to raise cider bowls, stretched hands to me. I knew that at least my return seemed to them a happy note in the annual *fête*, held when the harvest is safely in. That the American had come back was one more detail in the return to "normal" which is so longed for and so treasured as each inch of it is gained.

La Mère Lahaye, at the top of our lane, when she heard I was leaving in February, 1941, with two valises of clothes only, had said: "Put all that you have of most precious in trunks and leave it with us. Put the rest in your attic; and if things become too hot we will try to save it."

I had done that—put the accumulation of some twenty years in their care. But that was before the Germans installed themselves at Tôsny; that was before the French had felt the pinch of cold and hunger; that was before the Allies had advanced here against the Germans. The French friends who, at the last moment, took over the house as a summer home, had not fled even during the Allied advance, with its rain of steel and fire. But what would be left?

Everything was left. My trunks of blankets, linens, silver—intact—stood in a corner. Every mattress was on its bed, every key in its lock. The farmer's wife and daughter had replaced pictures where they had always been, books on their shelves, glasses in their cabinets, dinner- and tea-services in their places.

The Germans had ordered that all property of foreigners was to be declared and turned over to them. Mattresses in particular seemed passionately desired. French citizens concealing such articles were heavily fined, and not seldom shot.

(Continued on page 270)

TRANSLUCID Cream-Tone is the exciting new cream make-up base by HOUBIGANT that goes on smooth-as-satin and gives you a soft dewy-fresh look... all day! It hides tiny blemishes discreetly, yet won't cake or dry the skin. A really sheer make-up base for sheer beauty

$1.00 plus tax

Designed for You... *Perfect for your winter holiday on land or sea. White bow-knots printed on grounds of Nassau Aqua, Havana Pink, Cloud Grey, Royal Blue, Black and Jungle Green . . . in a Celanese* rayon jersey by Lee Fabrics . . . about $8*

Malby

525 SEVENTH AVENUE, NEW YORK 18

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Background: Courtesy Matson Lines

Vigny's

Intimate Hour

(HEURE INTIME)

perfume

A timeless fragrance

With more than our usual pride . . .
Mark Cross offers a distinguished collection of fine mirrored crocodile handbags, all exquisitely leather lined. In a smart variety of new silhouettes including our classic envelope, double handle frame, and shoulder strap styles. In red, black and brown.

MARK CROSS • FIFTH AVENUE at 55th • NEW YORK

Photo by Peter Fland

Well, wishing makes it so! For Joyful Event swings a double line of sparkling nailheads in a graceful loop around the neckline to make a maternity dress chic, in good taste, and lovely to greet the holidays in. Made of RAYON and ARALAC, the magic fabric, in black, melon, green, brown, and blue. Side snaps adjustment. Sizes 10 to 18. Under $15.00.

Joyful Event Presses Inc.
1409 BROADWAY NEW YORK CITY

Anticipation Shop, Los Angeles, California
Davison, Paxon Company, Atlanta, Georgia
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Halle Brothers, Cleveland, Ohio
H. & S. Pogue Company, Cincinnati, O.
J. L. Hudson Company, Detroit, Michigan
J. Goldsmith & Sons, Memphis, Tenn.
Lullaby Maternity Shop, Kansas City, Mo.
Meier & Frank Company, Portland, Oregon
R. H. White Company, Boston, Mass.
Rice's Fashion Corner, Inc., Norfolk, Va.
Saks 34th Street, New York City
Wolfe & Dessauer, Fort Wayne, Indiana
Frederick Loeser & Co., Brooklyn, N. Y.

RETURN

(Continued from page 266)

But the Mère Lahaye stood firm. Although neighbours, some of them none too friendly to her, knew she had our trunks, typewriters, radio, silver, she looked visiting Germans in the eye and said she had nothing.

Thanks to her, and to the French friends who remained in the house all through the renewed storm of the Allied advance, I found my house intact and all my belongings safe.

On this annual *fête* day, every family has a special dinner which lasts two or three hours. I was considerably gratified to be invited to the big family gathering at the Lahaye farm. La Mère Lahaye, at forty, is already a grandmother; and she is what is called a "*maîtresse femme.*" She rules sternly and efficiently the house, her five sturdy daughters, the farm helpers. Her blue eyes can sparkle with instant fury. Even the *Patron* would not dare to raise his voice in her preserves. Today, she sat at the head of the table and dished out food which she had largely cooked herself. On past *fête* days, the equivalent of roasted peacock and ambrosia were eaten and drunk. In this lean year, and with much real effort and sacrifice, a very good dinner was combined from the farm's own garden, poultry-yard, and cellar. We had thin slices of home-made sausage; then stewed rabbit with green beans and potatoes, salad, and a custard, accompanied by chocolate and cigarettes from America. We drank home-made cider, and we had one glass of red wine apiece.

We even had little cups of coffee afterward—coffee that was mostly parched grains, but was flavoured by a little mocha. The men rated a thimbleful of applejack, and we females and the children each had a "duck," a piece of beet sugar dipped in it. All our tongues were loosened.

Then I heard of Tosny's adventures with the Germans. They had installed themselves in the château, and in the houses of two English writers, George Slocombe and Philip Carr, whose houses they wrecked. In Slocombe's garden they piled most of his books, all the family clothes, the furniture, and had a bonfire. It seems that Slocombe had found a phrase particularly disobliging for Hitler....

The tall, firm, straight-gazing schoolmistress, both before and during the German occupation, presented to the enemy an impeccable front of acquiescence, behind which she acted with the more liberty and usefulness. Just before the Allied advance, an American pilot turned up, accompanied by a French soldier, both hoping to escape German internment or worse by getting to England. Neither spoke a word of the other's language, but they had arrived at a general appreciation of their common dangers and ne-

(Continued on page 283)

CLOSE TO YOUR HEART . .

CORNELIAN CAMEO

. . . a beautiful face exquisitely hand carved . . . authentic in every delicate detail . . . a charming yet sturdy setting that will last as an heirloom . . . a two-picture sweetheart locket you'll love to hang close to your heart. At all Better Jewelry Stores. 1/20-12K Gold Filled — Fully Guaranteed.

Same design available in Brooch.

Look for the Nancy Lee tag — it's the mark of exquisite jewelry.

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PROVIDENCE STOCK COMPANY
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Forever Amber

PERFUME by KAY DAUMIT

So subtle . . . so ardent . . . an excitingly provocative perfume with the distilled witchery of a woman who was forever desirable . . . forever beloved . . . Forever Amber.

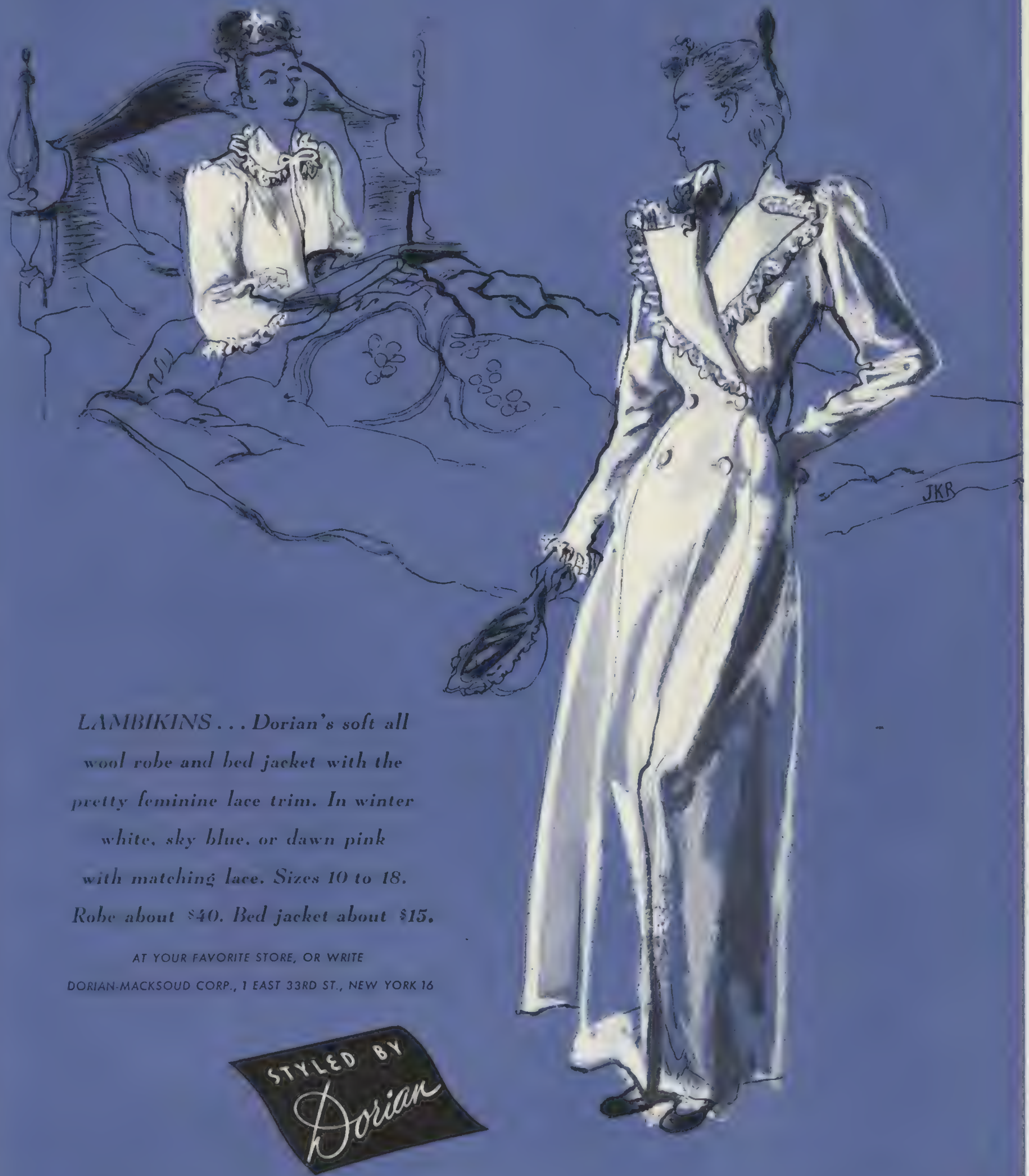
Perfume—Gift "edition" in fabulous gold plate with black sueded case. 2 ounces, $30.00. 1 ounce $17.50.

Perfume—In Lucite gift book. 2½ drams, $4.50.

Cologne—In a regal crest-topped bottle. 2½ ounces, $2.50. Plus Tax

WOODWARD & LOTHROP

WASHINGTON



LAMBIKINS . . . Dorian's soft all wool robe and bed jacket with the pretty feminine lace trim. In winter white, sky blue, or dawn pink with matching lace. Sizes 10 to 18. Robe about $40. Bed jacket about $15.

AT YOUR FAVORITE STORE, OR WRITE

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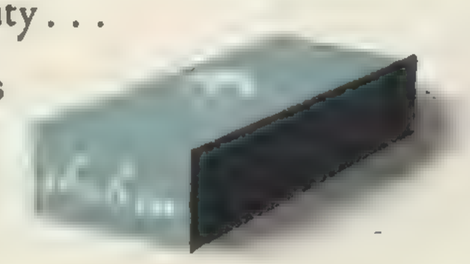
Show-time

Shaleen Stockings in "Show-time", a new
drama of color . . . footlight of lasting beauty . . .
snug-as-a-hug . . . at America's finer stores



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14 kt. gold, $50.00; 1/20 12 kt. gold filled, $10.50 (Prices include federal tax) *Patented

America's most beautiful ladies' watch band

There's no other fine quality ladies' expansion watch band to compare with the exclusive BRETTON "Queen". Product of jewelry craftsmanship at its best and superlative designing skill, it is the one truly graceful, streamlined, ultra-smart feminine expansion band on the market—the perfect complement for any watch. Fits all wrists. Available at leading jewelers in white, yellow or pink gold.

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FIRST AMONG FINE WATCH BANDS

Bruner-Ritter, Inc., 630 Fifth Avenue, New York 20.

MORE FAMOUS WATCHES WEAR BRETTON BANDS THAN ANY OTHER KIND

Skylark...

the happy, lighthearted fragrance that gayly says "it's all in fun!"

barbara gould *New York*

PERFUME, $1.50 and $3.75 · LILTING FRAGRANCE, $1.25 · TALC, 50c
FACE POWDER, $1.00 · DUSTING POWDER, $1.00 *(All prices plus tax)*

Color for a sleeping beauty

Lorbee designs a nightgown breath-taking in its color . . . hand-paints flowers on bosom and skirt. *Does it in soft clinging tricot.* About twelve dollars.

Lorbee

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*Jersey of 70% Nylon, 30% Rayon

grace your ensemble with the prophetic elegance of
Coblentz
handbags
at leading stores everywhere

Egypt, Land of Mystery . . .
Inspires a Fabulous Beauty Secret

A woman so Goddess-like, queenly, exquisite . . . no man could forget her charms . . . this was Cleopatra, queen of the Nile. Some part of her lure was her creamy smooth skin, tended with rare and beneficial oils. Thus Kathleen Mary Quinlan takes inspiration from an ancient beauty ritual to bring you her modern product, "Precious Night" Oils. Tend your skin with "Precious Night" Oils. See how faithful use will help leave your skin wondrously soft, alluringly lovely and supple.

For you who prefer a heavier consistency Kathleen Mary Quinlan gives you "Precious Night" Cream—"Precious Night" Oils in cream form. Ask for "Precious Night" Cream at the cosmetics counter of your favorite store.

Kathleen Mary Quinlan

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STYLIST IN BEAUTY

Wear it open, too,
for smart side flare.

The Buttonaire*

Brilliant new "design" glove... jaunty new personality based on a button!... in Crescendoe... the miracle fabric of double-woven cotton that looks and feels like suede... washes like a dream!

*Trade Mark

Crescendoe GLOVES BY Superb

THE SUPERB GLOVE COMPANY
JOHNSTOWN, NEW YORK

Louis Philippe's new French Accent

To glorify your Hair...

COMBS AND BRUSHES BY PRO-PHY-LAC-TIC

styled in sparkling JEWELITE and other lovely plastics

There's beauty magic in the daily use of a Pro-phy-lac-tic Brush and Comb . . . magic that leaves your hair softer, more alluring. Jewelite Brushes by Pro-phy-lac-tic are the supreme creation of America's finest brush craftsmen, makers of the famous Pro-phy-lac-tic Tooth Brush. Your Jewelite Brush has bristles of long, resilient Prolon to help stimulate your scalp and bring out every shining highlight of your hair. It's the *aristocrat* of plastics! And to give your hair that final "just right" touch, use a Pro-phy-lac-tic Plastic Comb, available in many graceful styles and sparkling colors, scientifically designed for *perfect* combing. For the sake of your hair, remember . . . Pro-phy-lac-tic. No other name means so much in a brush or a comb.

Pro-phy-lac-tic Brush Co.

Florence, Mass.

THE Lovable GIRL-OF-THE-MONTH

SILVER LAMÉ GOWN FROM JANE ENGEL

MISS MARY NORTON wears the wonderful new Lovable Wired Bra No. 803.

You'll be Lovely too, in a Lovable BRASSIERE

RETURN

(Continued from page 270)

cessities. The Frenchman, taking a chance, entered an isolated house on the outskirts of the village. He explained their case; exhibited their false papers—which would have damned them if shown to any German authority. Their hostess went to the schoolmistress, who made out equally false but nice, efficient papers for them both. —A slight service? It is easy to imagine what she risked by it—this was the high-tension, ante-landing period. The American did escape to England, and wrote back to his French saviours from America.

Rumour at this agonizing period coloured the atmosphere, changing it hourly from rosy hope to despair. The Germans, by every means, spread disdainful propaganda of Allied impotence. Daily and hourly they pelted the French with debilitating reports of English and American blunders, catastrophes. Worse, they requisitioned all radio sets—the daily broadcasts from London had long been the manna on which French morale, especially in these small villages, fed. All radios were ordered to the town hall—possession of one after this order meant the firing squad. One broadcast—a German one—was permitted at twelve o'clock daily in the schoolhouse. The villagers were encouraged to come and listen to this.

They came, with astonishing alacrity. Afterwards, they dispersed looking not too depressed. The schoolmistress had kept her radio, hidden in the attic of the school. During the German broadcast, she listened to the English one, giving other news from another world. Afterwards, she passed around this viaticum to the villagers. One disloyal or merely careless listener, among the scores present each day, would have been fatal to her.

Since we have lived here, we have heard much about Norman psychology; the peasant is wary, canny; he will not give a straight "Yes" or "No," even—he feels that he has conceded something. He always gets the best of a bargain. Everybody who knows him is agreed about this.

Yet my present dilemma does not fit in with this theory at all. Since the Allied liberation of France, I had mailed some small boxes to the Lahaye farm, aware, as I packed them to meet rigid rules of size and weight, how miserable they must look, on their arrival beside the daily needs of a big family. And I brought back with me some clothes, soap, a little chocolate and coffee.

I have so far been unable to make the point to the farmer and his wife that they have done me a very great service. They insist that it is I who have been "good" to them. They are at present trying to discharge, in various ways, what they persist in considering their debt to me.

See what wonderful lines it gives...and it's so comfortable! No shoulder strap pressure, and plush lined. Perfect for the plunging neckline.

Ask to see the new LOVABLE Wired Bra at your favorite store. This is Style #803, at only $3.95

STRAPLESS...Ideal with off-the-shoulder and strapless dresses. It defies the law of gravity; fits perfectly. #804, about $5.00

You'll look lovely too, in a Lovable BRASSIERE

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he can't forget
that woman in

black satin

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legend of loveliness . . .
combining broadcloth
and leather in
a dramatic version
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Retail price . . . about $13.50
Inspired from the Columbia Picture, "Gallant Journey"
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NEW YORK
PARIS
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SHOES
Provocative
Platforms
Barbara Gay lifts you
heavenward with a daring sweep . . .
circles your ankle
with an artful strap . . . enhances
the elegance of your new
longer skirt with a shoe of exquisite
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sheer exhilaration!
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Write for name of nearest dealer
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Out of a fantasy . . . into your life! Swirling dance dress of palest blue rayon chiffon, the bodice all frosted with silvery glisten. Perfection, too, in confetti red, chartreuse or white. Sizes 10 to 16. *$135*
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SCULPTURED CARDIGANS 36-44 for the young in spirit but generously proportioned woman. If you wear a size 36 to 44 here is a sweater that Peggy has sculptured to fit with chic and comfort. Its precious 100% virgin wool is dyed alpine rose, gray, navy, black, purple vine, winterberry, green, blue. Priced about $10.00 in America's finest stores or write

PEGGY PARKER
1384 Broadway, New York 18

EGYPT NOW...

(Continued from page 207)

The rich Egyptians—and they seem richer than practically any group of people anywhere—give huge and lavish parties for foreigners with wonderful food and boat-loads of champagne, but it can hardly be said that simple human affection motivates these occasions. They are oriental displays, with a purpose. On the whole, the Egyptian is becoming violently nationalistic, and the sooner other nations leave him alone, he believes, the better. Impartial observers are laying bets that he will in time prefer British interference to certain other possibilities which an independent Egypt may have to face.

King Farouk himself does not seem to feel that the withdrawal of the British necessarily assures a peaceful and prosperous state. Where before he used to wander freely in and out of favourite nightclubs and homes, he now goes heavily guarded everywhere. When last seen in Alexandria he drove by in a motorcade consisting of six red motorcycle guards, six armed red jeeps, and four huge red limousines preceding and following his own huger one, where he was sandwiched between two official gentlemen.

The Average Fellah

But in spite of unrest and terrible social inequity, Cairo is a fascinating place. As background to its exotic mixture of races, the Arab man in the street is a vital adjunct, with his loose, long nightshirt (called a *galabieh*), and his tarboosh and his extraordinary walk, which is a combination of lope and shuffle. The average fellah can afford only one *galabieh* a year, so it is not always in the pink of condition. When he runs, which is hardly ever and then only when very young, he stuffs the end of it in his mouth to avoid tripping. Arab boys also have a disconcerting way of throwing it up *à la cancan* when you pass in a train. It may be a practical garment, well ventilated, but to the occidental female eye it lacks allure. Fortunately for the Egyptian male, the local woman must feel differently.

Much more attractive are the Sudanese waiters with their baggy white pants and little vermilion boleros threaded with gold. Actually these Sudanese are among the best characters in Egypt—fine black men who combine a feeling for service with a strong sense of dignity and who are admirably efficient in their tasks. They can smile, too, which is a nice change.

A lot of old-timers and a lot of young men who knew Cairo in its dizzy days of desert warfare talk down the famous Shepheard's hotel and say it is not what it used to be. But to anyone new it is enthralling, from its unbelievable ugly grandeur to the continu-

(Continued on page 292)

Just for You!

about $10.00

Your own name exquisitely engraved on lustrous metal plaque high-lights this smart, roomy underarm in plastic calf with extra glove pocket. Choice of black or brown.

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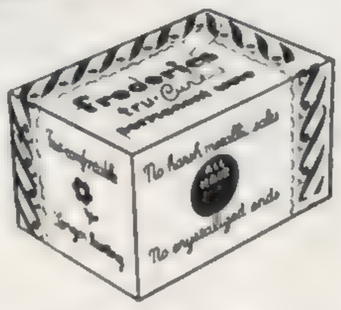
Choose your permanent as though you were a Star

IN HOLLYWOOD—where success depends on personal loveliness—Frederics Tru-Curl permanent is favorite! Screen stars prefer this famous Frederics permanent because it is kind to the hair and free from artificial stiffness. Since it contains no hair destroying chemicals or harsh metallic salts, Tru-Curl never leaves the hair dry, kinky, brittle or unmanageable. After a Tru-Curl permanent, waves and curls are soft, lustrous and as easy to manage as natural curly hair.

THE SECRET of the natural beauty of Frederics permanents lies in the special oils and lotions placed in the solution and wrappers. To be certain that only fresh clean, laboratory tested waving lotion and wrappers are used on your hair ask your permanent waver to open the sealed individual Tru-Curl package (illustrated) before your eyes.



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to E. Frederics, Inc., 4402—11th St., Long Island City 1, N. Y., for list of Franchise Salons in your neighborhood where Frederics famous Tru-Curl Permanents are given by experts.

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EGYPT NOW...

(Continued from page 288)

ous free floor-show of its terrace. That colossal cliché, crossroads of the world, is indispensable in describing Shepheards, for everything from Indian saris to British topees, from New Zealand hats to the squashed caps of U.S. army pilots makes its appearance within the space of one hour. It is impossible to remain alone at Shepheard's; sooner or later someone you know has turned up or someone you don't know picks you up. Inside, along the dim corridors, the white-robed servants lope along bringing ice water or fruit or newly pressed clothes. It is hard to get used to male chambermaids, especially as they consider knocking an accompaniment to entry instead of a form of inquiry. As no one in his or her right mind wears anything in the room during a Cairo summer, this can be disconcerting. Furthermore, a great many of them bear the marks of the tragically prevalent eye-diseases of childhood: a drooping or squinted eye that gives an alarming expression, quite undeserved, of villainy and lust.

Cairo summer heat, though overpowering, is so dry that you feel well in it in spite of, or possibly because of, the daily loss of several pounds of body moisture. But it is the nights that make Cairo a wonderful city. After seven a gentle wind comes, ineffably refreshing, and there are a dozen places where you can be exposed to its charms. The Continental Roof, the Metropolitan Roof, the Hotel des Roses roof—all these have music along with dinner, and flowering plants to make you forget the surrounding desert. Shepheard's itself has an outdoor garden for dancing, much favoured by the more respectable British residents and therefore not very exciting. Nightclubs range from the swank Auberge des Pyramides, near the giant triangles, to tougher places like Beba's and Badias and the Kit Kat—all of them open to the sky, all of them featuring during the course of the evening at least one of Egypt's greatest assets, the belly-dancer. Experts claim there is a serious shortage of good ones but those left are competent enough, to the amateur's eye, and together with the perfume of jasmin necklaces, the pulsating whine of Arab music and the wind from the desert work a special kind of excitement.

The shops have little of interest in Cairo and Alexandria unless one has the knowledge and constitution to prowl in the native bazaars and bring up some yards of brocade or some local gold ornaments that have a handsome boldness and bulk. But modern clothes are negligible. Smart Egyptian women make a dive for Paris whenever possible. In summer they seem to abandon Egypt entirely.

Egypt as a whole is apt to make ranting feminists out of western

(Continued on page 294)

WHERE FORM COUNTS--IT'S

Merry-Go-Round* A PETER PAN BRA

Backstage with BETTY GARRETT, star of "CALL ME MISTER". Here, too, Peter Pan's Merry-Go-Round bra wins enthusiastic applause!

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HOLLYWOOD STYLE
Original
CHENILLE HOUSE COATS

Soft, lovely Chenille irresistibly designed by Adrian Evans to give you graceful, slenderizing, captivating lines . . . Broad standout shoulders, trim-tie-waist, draped styling, shawl collar . . . in all the most cherished colors.

Raspberry	Aqua-Marine	Ivory-White
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Sizes: 12 to 20

At Leading Stores Everywhere - or Write Direct

WALTER M. GOTSCH COMPANY

Exclusive Makers of Adrian Evans Housecoats

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CELESTIAL FIREWORKS

Dazzle your audience with jewelry celestial! Shooting stars to gather more interest than a meteor! Comment-causing fireworks of dazzling rhinestone clusters and baguettes for your ears, your wrist, your lapel. All stunning styles in rhodium finished sterling. About: BRACELET — $60, SUNBURST PIN — $30, EARRINGS — $25, OVAL PIN — $20, EARRINGS — $18.

At leading stores everywhere.

BARKER & BARKER INC.
MANUFACTURING JEWELERS
307 Fifth Avenue, New York, N.Y.

*PAT. PENDING

EGYPT NOW...

(Continued from page 292)

women, for the Egyptian female, whether the wife of an effendi or a fellah, might just as well give up at birth. It is hard to see which is the more depressing: the poor woman, veiled and shrouded in dusty black, always pregnant, always working while her man sits at cafés or stands in the street; or the richer matron who is seldom seen with her husband, as he prefers the company of his own sex outside the home.

Only in the top society layer of Egypt are women free to travel and have fun, and an indication of their relief is their frequent absence from Egypt. This is true also of the Christian Egyptians, the Copts, whose women are more or less emancipated. This worldly society, augmented by the wealthy Greek families of Alexandria, shows a very strong orientation towards France. French is the favoured language and the favoured civilization. France realizes this and is pouring money into Egypt in the form of cultural and educational propaganda at a moment when British influence is diminishing daily and American has only belatedly begun, in the form of the new Arabic *Reader's Digest.*

Cooler—with a Catch

In summer all Cairo residents who can not go further repair to Alexandria for relief. A good Pullman takes under four hours along the green Nile delta, and you get out into an atmosphere ten or fifteen degrees cooler than Cairo. The only catch is that the wind that blows in from the Mediterranean is so saturated with moisture that you live in a perpetual steam bath, at once enervating and irritating. But the sea is actually turquoise at the edges and hotels like the Cecil are pleasant to live in, with their long windows open to the breeze.

There is nothing much to do in Alexandria but gamble at private clubs, exercise at the Sporting Club, go to the races, or drink at Pastroudi's, a Greek establishment that has real charm and possibly the best service in the Middle East. Pastroudi's bar has the same fascination as Shepheard's terrace: everybody turns up there sooner or later, and the jam at noon or at seven is exotically varied, ranging from foreign correspondents to Greek shipping merchants.

As in Egypt everywhere, much of the charm of such places will go when the British go, as the best-looking men are the British Navy and Army in their shorts, sunburned and supremely at ease in spite of their unpopularity with Egyptians.

Although Alexandria is ostensibly a sea resort, the fashionable swim very little. This is partly because the beaches are not good, being rocky, and the surf has a tricky undertow. It is

(Continued on page 295)

BEAUTIFUL HAIR DOESN'T JUST HAPPEN

So soft to the touch, so lovely to the eye—new beauty for your dry, brittle hair. And this gently effective conditioner shows visible results, from your very first treatment. At better beauty salons everywhere.

GIVE YOUR HAIRDRESSER "30 MINUTES WITH

WELLA Kolestral" CONDITIONING CREAM

THE WELLA CORP., NEW YORK

EGYPT NOW...

(Continued from page 294)

also because the smart Egyptian woman follows a routine which leaves little time for the pursuit of health: she stays in bed until one, lunches at two, finishes lunch by four, retires for a nap until six, dresses for cocktails at seven, dines around nine, and so on. The more enterprising and modern women occasionally take a picnic lunch to the desert beaches over an hour away, on the way to El Alamein. Here they swim and sun and stretch as the rest of us do, but the surf is extremely dangerous and one has to content oneself with playing in the foamy fringes of the emerald breakers.

They have one good picnic idea, incidentally, a cold vegetable omelette, full of herbs, which can be sliced and eaten with the fingers.

Both in Cairo and Alexandria, there is a distinct air of preparation for the expected post-war tourist influx. Every hotel has been repainted and refurbished, every bar and nightclub newly equipped. All summer Shepheard's has been in a fever of renovation. In view of this, the Egyptian Chamber of Commerce or its equivalent office might note that apparent dislike of the foreigner is not the best approach to a tourist trade. Cairo is a fascinating city and would be an immensely popular one if some welcome were mixed in with the new paint.

VOGUE'S JUNIOR FASHIONS

The dress shown on page 222 and the coat on page 225 can be found in many shops throughout the country. Listed below are some of the stores which carry them.

THE PLAID DRESS ON PAGE 222

Allentown, Pa. . . . . Hess Brothers
Baltimore, Md. . . . . Hutzler Bros. Co.
Houston, Tex. . . . . Everitt-Buelow
Minneapolis, Minn. . . . The Dayton Co.
St. Paul, Minn. . . . . Frank Murphy

THE GREY FLANNEL COAT ON PAGE 225

Atlanta, Ga. . . . . Rich's, Inc.
Dallas, Tex. . . . . Neiman-Marcus Co.
San Antonio, Tex. . . . . Frost Bros.
Tulsa, Okla. . . . . Seidenbach's

Dear Reader: The shops tell us they are still having difficulty in filling mail orders. And frequently are unable to send the merchandise shown in Vogue. We—and they—do our best about this; we hope conditions will be better soon.

Faithfully, Your Vogue

80 Proof • Joseph H. Reinfeld, Inc. • Newark, N. J.

How Can a Girl Go Wrong?

Certainly not by giving Royal Oak—the most distinctive toiletries the choosiest man could ever hope to pick for himself! Featured—and proudly—by fine shops everywhere.

Gift Set of three square cut bottles resting in a solid pickled oak tray—containing refreshingly scented Royal Oak Cologne and Powder and tingling Royal Oak After Shave Lotion . . . $7.50*

Left—Gift Set de Luxe—Royal Oak Cologne, After Shave Lotion, Powder, in rugged square cut bottles, and Royal Oak Shaving Soap in a hollow square of pickled oak, water resistant . . . $10.00*

Right—Gift Set for pleasant shaving—Royal Oak Shaving Soap and Royal Oak After Shave Lotion, in handsome gift box . . . $5.00*

All items available individually at $2.50 each.*

*Plus tax on Lotion, Cologne, and Powder.

ROYAL OAK

Reg. U. S. Pat. Off.

DISTINGUISHED REQUISITES FOR MEN

Lightfoot, 663—5th Ave., New York 22, N. Y.

francette puts your best figure forward

Francette CORSETS

AT LEADING STORES FROM $10 TO $75

GUESS HOW MUCH?

The truth about the prices of the dresses on pages 226-229 is as follows:
The brown moire evening dress, $50.
The black moire dinner dress, $50.
Beige jersey basic, $18.
Grey jersey sweater-dress, $18.
High-necked toast jersey, $20.
Beige jersey shirt-top dress, $30.

DESIGNS FOR DRESSMAKING

Here are other views of the dancing school dresses for little girls shown on pages 196 and 197. For velveteen, Design No. 2402: a dress with a full gathered skirt below a dropped waistline, tiny puffed sleeves. In sizes 8 to 14. No. 2429: cap-sleeved dress, "Easy-to-Make." Sizes 8 to 14.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 309.

Imagine ME! Thinking ALL DRY CLEANING was the same!

THEN I DISCOVERED MY SANITONE Dry Cleaner

- Removes more spots—more dirt
- Makes colors sparkle like new
- Does expert reshaping and pressing
- Leaves no dry cleaning odor

The Sanitone Dry Cleaner has been carefully selected for his quality service. You may be assured that the display of the Sanitone Seal is a promise of *better* dry cleaning.

TO GET THIS BETTER DRY CLEANING—LOOK FOR THIS SIGN

APPROVED SANITONE SERVICE

Find the name of the nearest Sanitone Dry Cleaner in the Classified Phone Book—or write us for his address, Box VN46

EMERY INDUSTRIES, INC. • CINCINNATI 2, OHIO

LEARNING TO DRESS . . . AT LAST

By Kate Reid

Two seventeen-year-old boys, lolling on the lawn, were discussing a topic rarely touched on by them—the Older Woman. "I don't see," said one, "why any woman over twenty-seven ever bothers about what she wears." And the friend agreed. "They all look alike to me." On being asked if there were no exceptions to this drastic judgment, they with much thought produced two exceptions—both of them older women with a fine carriage and simple tailored clothes.

Since that day, I have sometimes asked myself why the older woman should dress, how she should dress, what does she want to look like, and why.

The large percentage of the annual clothes budget of the women of America spent by the older women is an indication of how much they care; and every one of these women must have developed some sort of Philosophy of Dress—a philosophy of uncertainty or sureness, blundering, success or despair, and dark blue. What moulds each philosophy is a biography of the individual.

I myself grew up in the Peter Thompson Age, that period of little girl chic which immediately preceded the Buster Brown Era, and my mother followed a rather unsteady course between buying me the genuine Peter Thompson outfit and having Miss Becky Trimmer, our Mennonite sewing woman, make me her own quaint versions of the tailored original.

On one of my mother's upswings, she took me to Mrs. Alstrom in Baltimore, and Mrs. Alstrom furnished me with a grey broadcloth outfit and a fuzzy, round, white, wide-brimmed beaver hat which was difficult to wear in the wind. The material of the dress was somewhat stiff but was relieved by a wide white sash of corded silk, with fringe at the ends, which I knotted about my all too slender waist. This outfit, with black patent leather pumps and long, black, ribbed cotton stockings, wrinkling slightly over my long underwear, made me a picture at which my mother's heart should have swelled with pride; but I well remember the remark made by one of her friends on its first wearing.

In our square, large front hall in those days there always stood a tea table. In a rather drafty spot in the angle formed by the rising stairs, at a considerable distance from a possible open fire, sat the callers who had come to sit in the Savonarola chairs and drink tea from the dark blue Wedgwood cups. As I came down the stairs one of the visitors looked at me and said to my mother, "Anna, you HAVE a problem!"

Probably spurred by such remarks, my mother threw economy to the winds and took me to Miss Robin-

(Continued on page 298)

DOXA WATCH AGENCY, INC., 580 FIFTH AVENUE, NEW YORK 19, N.Y.

at Better Stores from $1.50

PAULINE GORDON, INC., 112 Madison Ave., New York 16, N.Y.

LEARNING TO DRESS . . . AT LAST

(Continued from page 297)

son in Baltimore who used her own ideas about what I should wear rather than how I should look, a subtle distinction of which I was unaware at the time. But I remember chiefly how prickly the lace was around the neck of the white point d'esprit dress I wore to my first Monday German; nor have I forgotten the way the dress with the Grecian drape, made of a silk that shaded from orange through rose to palest lemon, caught me round the knees as I swept round with rather too much vigour to the strains of the "Beautiful Blue Danube" at a Tuesday German.

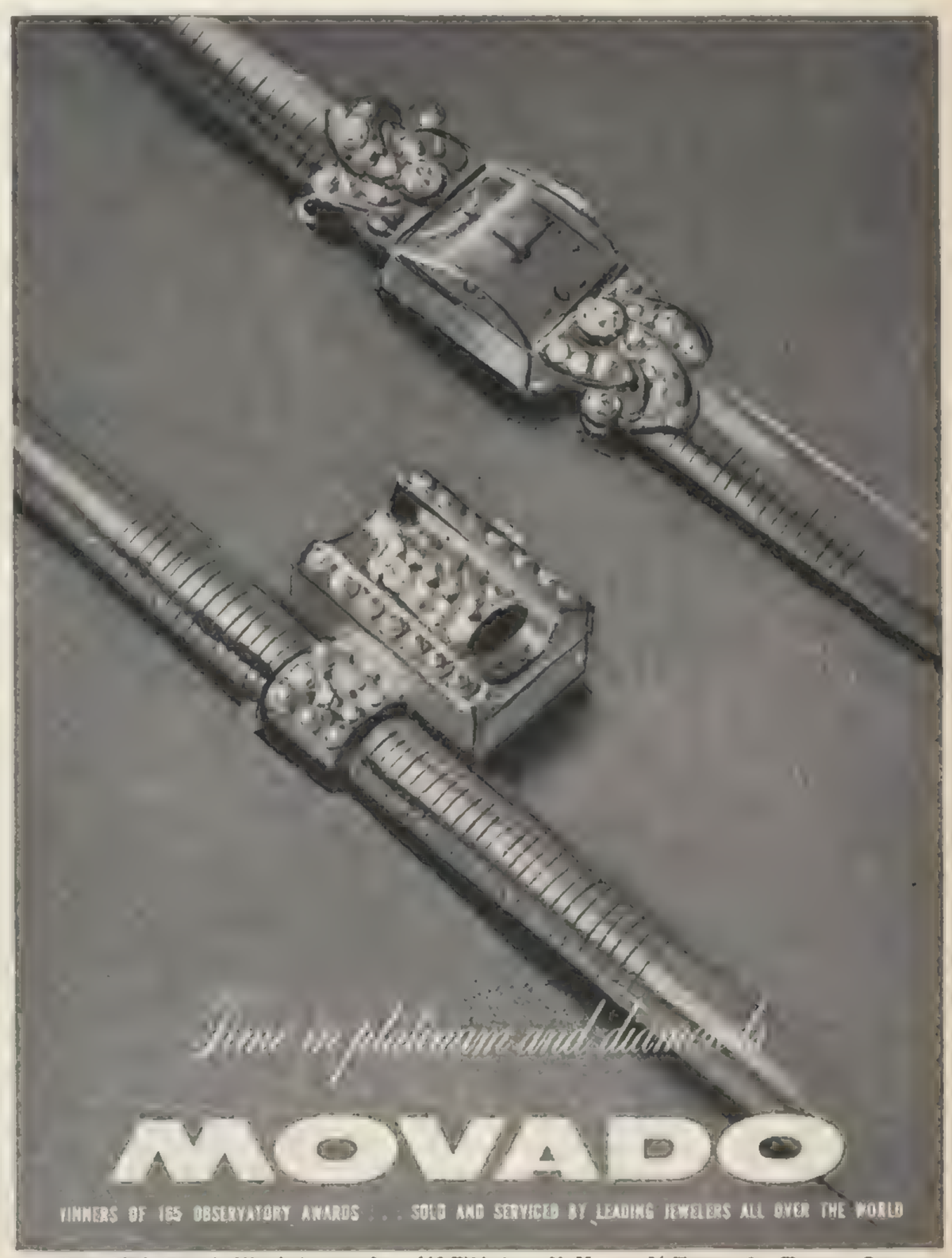
Various experts provided a trousseau before I was married, and I wore it until the remark of a friend, "I have often heard of this gold dress, but I have never seen it before," made me think that it was time for a change—indicated also by my pregnancy. Instead of the modern expandables, my maternity clothes were old dresses of my mother's. As she was four sizes larger than I had been, they at least were comfortable though I never had them shortened or fitted, and six weeks after the baby was born a woman meeting me at the market said kindly: "And when does the baby come?"

A timely visit from my sister rescued me that time. She took one look at me and departed for New York, from whence she sent me a complete outfit of coat, dress, shoes, purse, gloves, hat edged with rust coloured ostrich tips to match the rust belt of the dress. Once again I felt ready to face the world but I had no idea of how to continue the assembly of new clothes.

Just then there came an anonymous subscription to Vogue. One of the first ideas I got from reading it was the suggestion that a sympathetic saleswoman was a great help. Adopting the idea with my usual wholeheartedness, I took a book whenever I went shopping, seated myself so that I could command a view of the floor, and, as various saleswomen approached me, looked up long enough to say, "Thank you, I'm waiting for someone," and waited for the spark of understanding to strike between us. Though the method was sometimes successful, I finally abandoned it as rather time-consuming as well as annoying to the sales staff, and occasionally to the store detective. Once I heard two passing clerks say to one another, "Don't you just know her type!" As this was the problem I was trying to solve, I should have stopped them and asked what my type was but the atmosphere was not inviting.

"Never buy for a special occasion," ruled my mentor. "Choose a basic colour and stick to it.... Buy a basic dress and vary your accessories," and I realized that most of my clothes had been bought for special occasions, that

(Continued on page 299)



Copr. 1946, Movado Watch Agency, Inc., 610 Fifth Ave., N. Y. • 36 Toronto St., Toronto, Can.

LEARNING TO DRESS . . . AT LAST

(Continued from page 298)

I had every colour, and a wide assortment of accessories. But fortunately that was the winter that Lady Mendl said that the well-dressed woman's wardrobe should contain no more than five dresses. Up to the attic or off to the Salvation Army went the hunters green crêpe with the rhinestone belt I had bought for the Morgan wedding; the biscuit-coloured embroidered muslin bought for the garden party at the Stouts' when it rained so hard and we all sat under the dripping tent; the tweed with the tendency to "dip in" in the back that I had gotten for Southern Pines—until only the magic five swung among the empty hangers in my closet. As spring came on, it was borne in upon me that Lady Mendl must live in a cool, equable climate, rise late, exercise little, and never, never indulge in either dishwashing or golf.

Vogue said that planning a wardrobe was a long term job, involving the rotation of major purchases. For the first time in my forty-seven years, I decided to take a day off and put my mind on the problem of my appearance, without benefit of advice from friends, husband, maid, or child.

Whom was I trying to please? Well, it would be nice to produce as agreeable a reaction as possible from observers, not to dazzle, shock, or surprise. How did I look and how did I want to look?

Lady Mendl's five gave me a beginning. I decided that I looked well in dark blue (though perhaps slightly influenced by the good condition of my last year's outfit, complete with shoes); that I preferred white with a white sweater for golf; golf dresses for shopping on summer mornings on our single street; that two spectator sports dresses were enough, a short coat to wear with them, a simple dinner dress, and a really well tailored tweed suit. Armed with this list and with my budget well in mind, I set out to shop. For the first time I did not care WHAT the saleswomen thought.

I saw myself as I looked in the clothes. A tight dress does not slenderize, short sleeves are not too kind to middle-aged arms, a bit of fullness in the skirt makes sitting down more graceful, grey hair makes a new colour range becoming, a closer hair cut makes the new hats fit, darker lipstick suits dark skin, and changing from flesh pink to bright nail polish is quite gay.

And when all the new clothes were fitted and delivered and pressed, I found that in them, in their simple lines and plain colours, I had found what I had been looking for all these years—the ability to forget my appearance and enjoy what was going on about me, knowing that my clothes really represented me—and that perhaps is the object of dress.

LOOK FOR THE LABEL ON THE GARMENT • LOOK FOR THE TRADE MARK STAMPED EVERY THREE YARDS ON THE CLOTH

HARRIS TWEED

hand woven

HARRIS TWEED

Harris Tweed is ideal for travel and outdoor wear. It tailors beautifully, holds its shape, its weight is right for most temperatures and climates, and it never fails to lend distinction to the wearer.

Wherever you go you will be proud of the youthfulness and the casual elegance of garments made of Harris Tweed.

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Under rulings of the British Board of Trade and the Federal Trade Commission, Harris Tweed refers only to tweed, hand woven of selected virgin wool by the crofters at their own homes in the islands of the Outer Hebrides off the coast of Scotland.

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Parfum No. 9, $2.75 to $9.00 • Eau de Fleurs (cologne), $1.00 to $5.50
Dusting Powder, $2.50
ALL PRICES PLUS TAX

WHOA THERE, PEGASUS!

Plane talk...by a young California pilot and C.A.A. ground instructor

By Emily Exner

THE long-awaited safety-plane is just around the corner, and I, as a flyer, am sorry. Not that I want to see anyone hurt, but I like to fly, and I like flyers. I hate to see them join the dodo and the whooping crane.

The Wrights knew how to fly. They had to, to keep those primitive airplanes in the air. And the seat-of-the-pants pilots of the barnstorming days—they were the real McCoy. With not too much help from their flimsy crates, they flew like demons, and incidentally, developed the lore which is the heritage of the present-day pilot. We, today, are safe in the air because we have learned the lessons written on their bleaching bones. Thanks to them, the insurance companies take us to be as good a risk as the man who stands up in the bathtub and turns on the light. But now comes that flowering of technology, the safety-plane.

The pity of technology is that it makes it so easy for so many people to do things without the vaguest idea of what they are doing. But now Tom, Dick, and Harry, and their female counterparts will be buzzing off cross-country every day, with hardly any more conception than birds of what they are up to. Now this state of affairs would be fine if we had the instincts of birds. But even when we "get the feel" of flying, it is an acquired, not a natural feel, and subject to limitations, as such. Thus it is not strange if the solid citizen who habitually does sixty on a two-lane highway shies away from that wild blue yonder where he really would be infinitely safer; for familiarity breeds contempt of danger, but only sophistication can distinguish recklessness from skill.

How does a person ever learn that speed+height+a pair of wings add up to safety? I, and all flyers, have a deep conviction that it is so. But while the groundling may "know" it, it goes against his conditioned reflexes. The first time he stood up and fell out of his high chair, he learned to fear height. The first time he started to run to mamma and fell down and bumped his nose, he learned to fear speed. Nothing short of a few hours of stall practice is going to recondition him to the fear of low and slow, and I can't help wondering whether the pilot of an unstallable, unskiddable aircraft will ever discover that the seat of his pants is not just something to sit on.

Still, if in this age of power without wisdom, we are all going to fly, and never need that seat-of-the-pants sense that spelled life or death to the old-time pilots, some kind of

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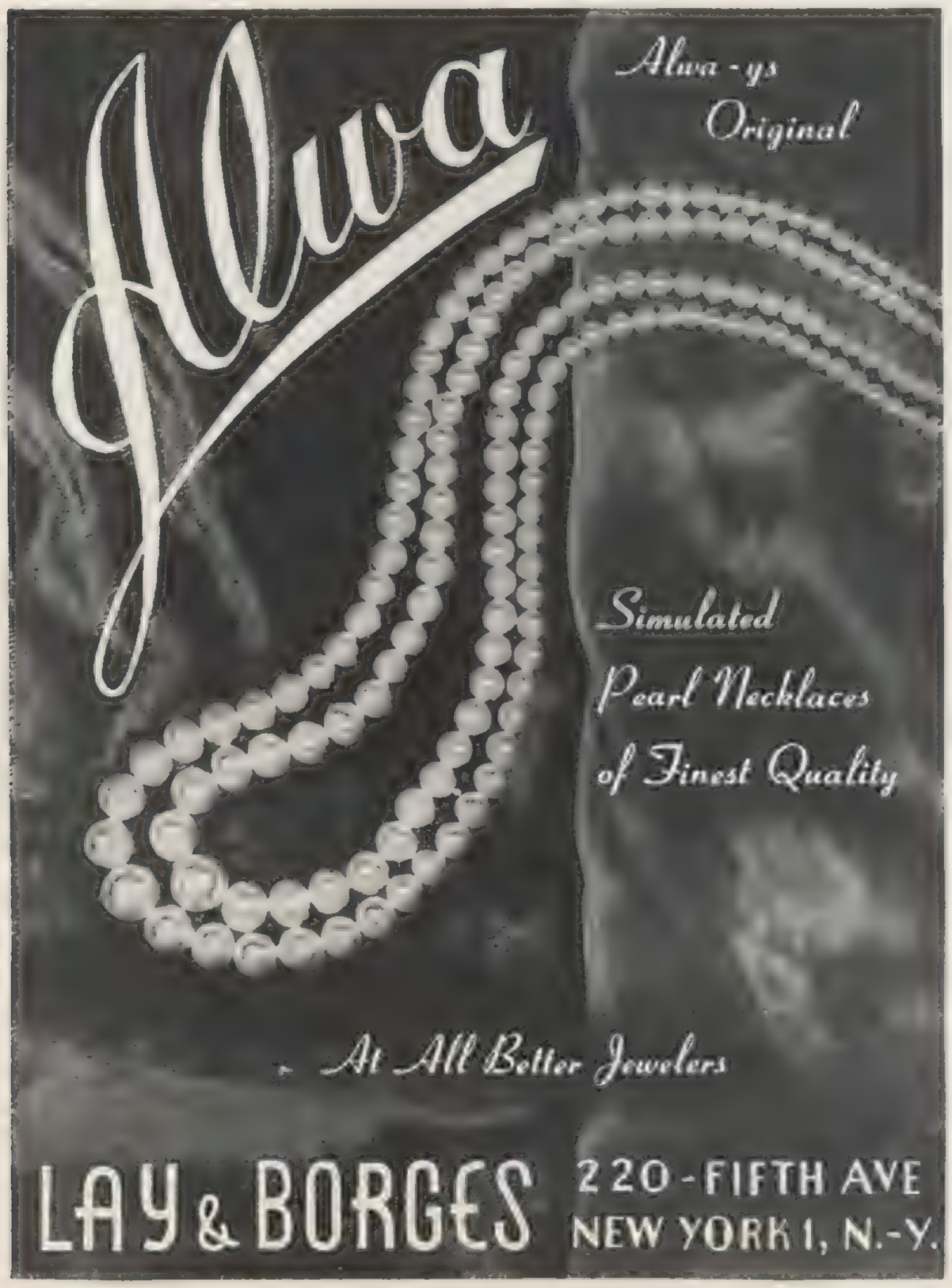

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WHOA THERE, PEGASUS!

(Continued from page 300)

sophistication is desirable. All we need to know, of course, is that the airplane will fly. But it is nice to know, too, what makes it fly, and what will make it stop flying.

You can compare a wing to a pair of snow shoes; if you lay them flat they will hold you up, but if you turn them on edge, the pressure of your hand is enough to push them down through the snow. Obviously, the more nearly vertical the snow shoe, the more easily it responds to your push; the more nearly horizontal, the more it resists. Somewhere there is a certain angle at which the downward force of your hand no longer suffices to drive it into the snow.

Now snow is not air, so we can't carry this comparison too far, but it is something to hang onto while we talk about what air is. Air, though invisible, is real and tangible. You can sense that when the wind gets inside your umbrella, for wind is just air in a hurry to get somewhere. If the wind is at all strong, you can let go of your umbrella, and it will fly right away. That's an intriguing idea, when you begin to apply common logic to it. If air-in-a-hurry will hold up an umbrella and carry it along, then air-standing-still ought at least to hold it up, so that it ought to hang there, suspended over your head. But it doesn't. In calm air, it falls right to the ground, and we might as well make up our minds that that is how air behaves. Rapidly moving air has more power to support things than does still air, and between the force of a full gale, which will carry your umbrella out to sea, and the dead calm, through which it sinks to the ground, there is somewhere a certain wind-speed which would just suffice to keep it in the air.

This being true, the problem of flight boils down to man's ability to produce a wind of exactly the right strength at exactly the place he wants it. But the wind bloweth where it listeth, and no one since Ulysses has held the winds of the world tied in a leather bag. Still, there is a way to make a sort of wind. Try driving sixty miles an hour with the windshield open and the top down, and you will see what I mean. Now put up your umbrella, and you will find that it doesn't matter whether the air is on the move or you are on the move, either way a sixty-mile wind is a sixty-mile wind. The big thing is that *in relation to each other*, the air and the umbrella are moving. The wind you make when you move rapidly through the air is called the *relative wind*. And it is the relative wind that makes the airplane fly.

Now you suddenly realize why speed and safety are practically synonymous. The faster the airplane goes, the stronger the wind, and the stronger the wind, the more strongly

(Continued on page 302)

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WHOA THERE, PEGASUS!

(Continued from page 301)

it bears up your wings. And what happens when the speed falls off? You guessed it. The airplane begins to fall. As the pilot says, it is in a stall. It is sinking through air which no longer has the strength to support it.

You must have speed, then, for safety, but speed alone is not enough. Speed+height+a pair of wings= safety in the air. With speed alone, you are living from hand to mouth, but height is speed saved up for a rainy day. When you were a kid, you probably had an express wagon. Do you remember how, riding along on the level, the only way you could keep going was to put out one foot and push? When you came to a down slope, you could coast, but when it was a matter of getting back up again, you usually ended up by getting out and pushing. Now a coaster wagon behaves just like an airplane in this respect. So long as the airplane is flying straight and level, a moderate output of power by the engine will keep it that way. A climb usually requires full throttle, but with the propeller idling, or even dead, the airplane can still keep its speed by coasting, as it were, down a slope of air. So long as the airplane has altitude, it has a reserve of speed, which is its margin of safety.

Now there is sure to be some junior birdman who thinks he is so good he doesn't need any margin of safety. We can leave him to the epitaph writers, and merely state that a whole book could be written on accidental stalls, and their causes vary from engine-failure to pure pilot-ineptitude. Just a hint as to how a ship can be slowed up dangerously: suppose you point the nose up slightly. Being a novice, probably you would expect the plane to climb. But just recall that only an increase in power will make it gather any headway up that slope of wind. If the power is not increased, it can not climb; it can only fly more slowly, just as the express wagon slows down when it starts up a slope. And if the nose is pulled up sharply enough and held up long enough, the airplane will lose its flying speed and stall.

Therefore airplanes are designed so that the moment the speed falls off, the nose wants like crazy to drop. This impulse is located in the horizontal stabilizer, the "little pair of wings" on the tail of the airplane. The stabilizer is set so that the push of the wind is on its top side, thus forcing the tail downward and keeping the airplane (which is built nose-heavy) flying level. The moment the airplane slows up, the wind (that relative wind which the airplane makes by rushing through the air) also slows up, and will push less strongly on the tail. This allows the tail to rise, and the nose to drop, till the airplane picks up speed

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WHOA THERE, PEGASUS!

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again, and the wind, also picking up speed, pushes the tail down once more.

The airplane has another neat trick in its tail. You remember how the snow shoe was most efficient when lying flat on the snow. So we want to be sure that our wings rest on a cushion of wind instead of slicing through the wind edgewise and losing their efficiency. The impulse of the airplane to meet the wind head-on is located in the vertical fin of the tail-assembly. If the tail swings slightly to one side or the other, the wind will hit the flat surface of the fin and blow it straight again. Now supposing the pilot gives the rudder-pedal a good sharp kick, this in effect changes the angle at which the vertical fin is set, and the nose slews around like a car on an icy road, forty-five degrees, maybe, off the direction the ship is really moving. Sounds dangerous, doesn't it? It can be. But if he just takes his feet off the rudder-pedals, that impulse of the plane to head into the wind will reassert itself, and the wings will again rest safe on their cushion of wind.

Thus we see that the airplane is really a well-intentioned creature, no sinister contraption like the automobile, which will kill you if you stop driving it for even a fraction of a minute; but more like Dobbin, who given his head, would take you safely home. Yet let no one get the idea that it is easy to learn to fly the conventional airplane. Far from it. The way the pilot handles the ship, not the way it tends to react, hands off, constitutes flying. That is why so many people kill themselves, and why we really need a safety-plane.

If all God's chillun must have wings, then the only thing to do is fix it so that they can't kill themselves. If you can block the controls, somehow, so that even the most feather-brained débutante, with only a few hours of instruction, can't mishandle them, old Dobbin can be trusted to keep her safe. It's simple enough in principle. You merely tie the stick, so that the nose can't be pulled up into a stall, and automatically coordinate rudder and ailerons, so that when the nose is pulled round the ship goes naturally into a perfect turn, and no sidewise skid is possible. This gives the inherent stability of the airplane a chance to assert itself, and eliminates the need for the seat-of-the-pants sense which is pilot's guide to whether he is achieving the coordination of controls which constitutes real flying. In other words, the airplane will do the flying, and all the pilot will have to do is say "Giddap," and "Whoa."

That's progress. The air will be full of people quite at home in the pathless blue. And none of them will know how to fly, and none of them will know what they are missing.

CHRISTMAS IN CZECHOSLOVAKIA

By Betka Papanek

[EDITOR'S NOTE: *Betka Papanek is the wife of Dr. Jan Papanek, Permanent Representative of Czechoslovakia to the United Nations. She has toured the United States, lecturing about her country; has done much work for the National War Fund, the Red Cross, and American Relief for Czechoslovakia. She is now preparing a third edition of the booklet,* 101 Czechoslovakian Pastry Recipes, *which will be sold at the Czech booth of the Women's International Exposition which opens in New York this month.*]

Snow, cold, deep winter. Trips by sleigh to the municipal forest for a tree. Evenings spent preparing its decorations, covering walnuts with tin foil, pasting coloured paper chains. Days of baking cookies—the house richly fragrant with alternating odours of anise, vanilla bean, citron, ginger, nutmeg. This was the pre-Christmas season in Czechoslovakia before the war.

Eighteen months have helped to heal the scars of war. While waiting in line for life's necessities is part of the women's daily routine, there is more variety in available food. Old, traditional Christmases will be adhered to this year.

In Czechoslovakia, the excitement of the holidays begins for the children on Saint Nicholas' Day, December 6, when Saint Nick—in long white robe, mitre on head and bishop's crozier in hand—comes to reward good children with presents. The Saint is always accompanied by a devil hung in chains, and sometimes by a wingéd angel as well, whose rôle it is to protect the children from the devil, who scolds and threatens to whip them with a tree branch tied with red ribbons. The Angel intercedes on behalf of the naughty ones and all receive presents from Saint Nicholas.

For the grownups there are masquerade balls and parties on that day—the only day of dancing in the sober Advent weeks before Christmas.

The day of Christmas Eve is one of fasting. The legend is that if you fast until dark, you will see the golden suckling-pig on Christmas Eve. The dinner itself is traditional, although the menu varies in the various districts.

In Brezova, the table is sprinkled with wheat from the year's harvest and covered with a heavy, hand-loomed linen tablecloth which is not removed until St. Stephen's Day, December 26. A basket or large bowl of fruit and nuts is the centerpiece. The servants sit with the family this one day in the year.

First the hymn, *"Cas radosti, veselosti"* (A time of joy, gladness, comes to earth this day) is sung. After grace, each one receives a tissue-thick *oplatek* (sweet wafer) with honey, from the hands of the mother of the

(Continued on page 305)

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CHRISTMAS IN CZECHOSLOVAKIA

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family, beginning the meal with a solemnity which Christ's birthday demands. Then each adult drinks a liqueur-glassful of warm *hriate* (brandy, cooked with honey and a clove) to wish each other a Merry Christmas and to toast the absent members of the family. With this ceremony, solemnity ends and gaiety is in order.

On Christmas Day, those who did not go to Midnight Mass go to church in the morning. Dinner is generally a family get-together—aunts, uncles, cousins, as well as grandparents—and the afternoon is spent in visiting.

Nor is that the end of the holidays. December 26, Saint Stephen's Day, is another holiday in Czechoslovakia. In some villages the girls expect their brothers, cousins, and boy friends to call early in the morning, to sprinkle them with water (perfumed or not), which means that they will be popular and gay all year. The number of boys who come is an indication of a girl's popularity. Visits are returned and the holiday festivities continue through New Year's Day until January 6—Twelfth Night.

Delicious pastries are offered to Christmas callers. Beautiful mounds of puréed chestnuts between chestnut-shaped meringue shells, decked with whipped cream and grated chocolate. Stemmed mushrooms of marzipan, with a top of rum-frosted, feather-light pastry. The "*dorty*"—each a mouth-watering treat to accompany fragrant hot coffee or chocolate, topped with whipped cream, served in a beautiful porcelain cup; or a fragrant cup of boiled beer or wine poured over beaten egg yolks, part of the hospitality offered in Prague.

Here is a Christmas menu and some Czechoslovakian recipes.

Christmas Eve Dinner

Fish Soup
Black Carp and Dumplings
or Fried Carp with Potato Salad
Walnut Dort with apricot filling
Christmas Cookies
Coffee

Fish Soup

Carp head, roe, and a half-pound carp
1 celery root or ½ cupful diced celery
½ parsnip
1 onion
1 carrot
1 parsley root
Salt, mace, chives
½ cauliflower
3 tablespoonfuls butter or margarine
2 tablespoonfuls flour

Cook the carp and the carp head (remove gills) for ten minutes in just enough water to cover. Grate root vegetables on a medium grater and fry lightly in butter or margarine. Add flour and stir until flour is rosy. Add cold water, stirring constantly. Add carp meat, the strained liquid it was cooked in, and the roe. Cook at least 20 minutes. Add cauliflower broken up into little flowerets. Add salt, mace,

(Continued on page 306)

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CHRISTMAS IN CZECHOSLOVAKIA

(Continued from page 305)

chopped chives just before serving, with croutons.

Black Carp

2½ to 3 pound carp
½ cupful vinegar
3 tablespoonfuls butter
1 celery root
1 carrot
1 parsley root
1 small onion
6 peppercorns
2 allspice
1 small bay leaf
Thyme
Lemon rind (1 inch square)
Ginger
Salt
1 cupful dark beer
6 tablespoonfuls gingerbread crumbs
3 tablespoonfuls currant jelly
1 tablespoonful rosebrier jelly (or quince)
2 tablespoonfuls butter or margarine
2 tablespoonfuls flour and 1 teaspoonful sugar
3 tablespoonfuls coarsely chopped walnuts
5 prunes (pitted)
1 tablespoonful steamed almonds cut in strips
3 tablespoonfuls raisins
Lemon juice
2 tablespoonfuls red wine

Have the carp cleaned and cut into serving pieces. Salt them. Fry diced root vegetables, add flour and sugar, and cook until brown. Add cold water, vinegar, pepper, allspice, bay leaf, thyme, ginger, lemon rind, dark beer, and cook. Add the gingerbread crumbs and jelly and cook 20 minutes. Strain and add the juice of ½ lemon, prunes, and the carp. Cook 15-20 minutes. Add walnuts, raisins, almonds, and red wine. Let stand in refrigerator overnight and heat it carefully before serving with dumpling.

Dumpling

3 tablespoonfuls butter or margarine
Salt
4 egg yolks
4 slices white bread soaked in
½ cupful of milk
5 slices cubed white bread
4 beaten egg whites
2 tablespoonfuls melted butter
1 tablespoonful bread crumbs

Blend butter, salt, and egg yolks and the milk-soaked bread. Lightly stir in cubed white bread and egg whites. Dampen large white napkin and put batter into it, tying the napkin corners together, well above the dough. It expands in cooking. Cook in large kettle of boiling salted water one hour, fastening the tied corners to the kettle handle so that it will not touch the bottom. Remove cooked dumpling from napkin and slice thinly, evenly, with a thin wire or string. Sprinkle with melted butter and bread crumbs.

Walnut Dort

10 tablespoonfuls sugar
10 beaten egg yolks
5 tablespoonfuls bread crumbs
½ pound ground walnuts
10 beaten egg whites
1 teaspoonful vanilla

Combine in order given above, beating very lightly. Bake in two layers 30-35 minutes in moderate oven.

Apricot Filling

Soak ¼ pound dry apricots overnight.
Cook until soft and put through sieve.
Add juice of one lemon and ¾ cupful of sugar.
Cook until thick enough to spread. Cool.

Spread between layers and on top if desired. Whip cream, adding ½ teaspoonful confectioner's sugar. Spread over top and sides and let stand two hours before serving.

Almond Cookies

¼ cupful butter
½ cupful flour, scant
¼ cupful sugar
2½ ounces chopped almonds (blanched)
2 tablespoonfuls lemon juice
½ lemon peel (grated)
2 egg yolks

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CHRISTMAS IN CZECHOSLOVAKIA

(Continued from page 306)

Blend butter and flour; gradually add other ingredients. Roll out on floured board to ¼ inch thickness. Brush each cookie with egg and sprinkle with sugar and chopped almonds. Bake in moderate oven.

Babovka
(Rich coffee cake)

1 yeast cake
½ cupful lukewarm milk } Combine and set
1 tablespoonful sugar } aside to rise

To above mixture add enough sifted flour to make a spongy dough and set aside to rise again.

Cream ¼ pound butter
Add ¼ pound sugar and
add 4 well beaten egg yolks } Combine with yeast and add 10 ounces
and beat well

flour, little salt, 1 tablespoonful vanilla, 4 egg whites beaten stiff, ¼ pound blanched, chopped almonds.

Mix well. Grease babovka form (pudding tube pan) well and turn dough into it. Sprinkle with chopped almonds. Let rise in warm place until double its bulk. Bake in a moderate oven 45 minutes.

Bozi Milosti

4 egg yolks
1 tablespoonful rum
1 tablespoonful sugar
3 tablespoonfuls cream
Pinch of salt

Combine ingredients and add enough flour to make a stiff, smooth dough. Knead well, then let stand for 1 hour. Roll out dough on lightly floured board very thin. Cut in 3-inch strips using fluted pastry wheel; then cut again in opposite direction 2 inches apart. Make 2 parallel slits in each rectangle and draw corners through slits. Fry in deep fat. Drain on brown paper and sprinkle with confectioner's sugar in which vanilla bean has been rolled.

Leg of Lamb with Tomatoes

1 boned leg of lamb
4 slices of bacon
1 large onion
1 slice of stale bread (grated)
3 tomatoes
4 tablespoonfuls red wine
1 teaspoonful sugar
Salt, pepper

Lard the lamb with thin strips of half the bacon; salt and pepper over all and tie with string to shape it. Cut remaining half of bacon into small pieces and place in roaster. Add sliced onion and grated bread, sliced tomatoes and finally the meat. Add no water immediately. Cover and put in 400 degree oven. Turn meat occasionally and add beef stock or water as necessary. When meat is tender add red wine, sugar, and cook 10 minutes longer. Strain gravy before serving. One half cupful of sour cream may be added to thicken the gravy.

Thin Pancakes
(Palacinky)

2 cupfuls of flour
¼ teaspoonful salt
Grated orange rind
4 eggs
2 cupfuls milk

Mix salt and flour; add eggs and mix well. Add the milk slowly, stirring constantly. Flavour with orange. Use a 6" or 7" griddle. Spread mixture thin on greased, hot griddle. Brown both sides. Spread with jelly and roll. Sprinkle with powdered sugar.

The pancakes may be left open, covered with jelly and sprinkled with nuts, piled one on top of another like a layer cake. Cover with meringue and sprinkle with sugar and nuts and brown in oven before serving as a hot desert.

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MAXIM'S opens.

For weeks there has been intense work going on inside and outside of Maxim's. Step-ladders reached up the walls to enable workmen to polish the mahogany woodwork, to brighten the iris-shaped trimmings, to oil the romantic wall-paintings, to shine up the mirrors and to paint the face. In fact, just six hours before opening night, September 25th, the work was still going on. It seemed almost impossible that Maxim's would be ready for the gala evening.

The famous Albert, like a general, stood in the foyer and ordered the placing of plants, instructed his chef, nodded his head in approval or disapproval when Robert, the maître d'hotel, asked him if Mrs. So-and-So could have a reservation within the next three or four days. In the dimly lit confusion, the employees were seated at the best table, eating a hearty meal. Outside, the henna awning was being put in position.

At nine P.M. a human alley, formed by curious Parisians, stretched out from the entrance. The lights were on. Albert once again stood at his post, greeting his old customers with a formal handshake. Like Maxim's, he is unchanged. He is red-faced, white-haired, barrel-shaped and slow and heavy...but he still retains an extraordinary agility in slipping between the crowded tables as if he were an elf.

Inside, the spectacle was dazzling. The red banquettes were a wonderful background for the bare, bare shoulders, showroom-case jewels, and feathered headdresses. The men wore black ties.

The women went all-out for *grand décolleté*. In fact there is a "new gesture"...the women kept pulling up and tugging up their strapless bodices. It is quite reminiscent of the well-known American gesture of girdle pulling. Many, many strapless dresses, with backs cut to the waist. The general impression was either strapless—or else covered up.

The dresses were *not* from the new collection. Many white, draped dresses; rich fabrics in rich colours, emerald-green brocade with swathed hip-swag; brown satin with low hip drapery; a few full-skirted dresses of brocade or tulle, with coloured bodices, the skirts rippling with pink ribbons running in and out.

There were a few short dresses, but not one ankle-length dress. The short dresses were of the formal afternoon type, with sleeves and covered neckline—worn with feathered hats.

The headdresses were beautiful and blended in with the atmosphere of Maxim's. Calots with paradise and aigrettes. Delightful champagne-coloured paradise wings framing the face. One paradise wing worn sideways and sweeping the cheek. A pillbox worn over a chignon, with a paradise feather shooting gently upwards.

The hair was well-groomed for Paris. Several intricate up hair-do's, hair pulled straight back, with braid-bound chignon. Braids worn as a halo around the hair and shining with silver sequins. One extraordinary affair was very Theda Bara, the hair brought over the ears, like earmuffs, with a thin circle of braid around it, the front high and intricate, climaxed with a pearl pendant brooch dripping on the forehead in Medici fashion.

The jewels were extraordinary. One of the Egyptian princesses, dark and beautiful, wore a discreet black dress with sleeves and low V neck... and just one jewel. It was a huge red ruby rose, outlined with diamonds. She also wore a small calot with black aigrettes on either side at angles. There were many diamond necklaces, double strands of baguette diamonds, such as you see in show-case windows. Many diamond and emerald necklaces linked together like chains. A pale sapphire necklace, big sapphires linked on a diamond chain. Important necklaces were worn low at the base of the throat. Many pearl one-strand chokers, worn dog-collar fashion.

One beautiful bracelet was of diamond ferns. Several heavy diamond bracelets were studded with coloured precious stones. Earrings were important: one drop pair was most interesting...a huge emerald at the lobe of the ear, another dropping from a thin diamond chain, and ending with a diamond tassel. Many earrings fitted around the ear—reaching to the top. Several pairs of heavy, pearl-tassel earrings, almost shoulder length.

(Continued on page 309)

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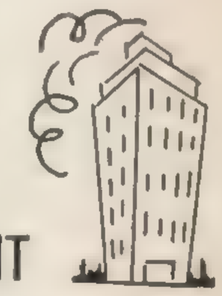

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Managing Director
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LAUDERDALE BEACH HOTEL
FT. LAUDERDALE, FLORIDA

MAXIM'S REOPENS

(Continued from page 308)

The diners were an international group, with few Parisians; the Brazilian embassy, and the three Egyptian princesses and their party, including the Turkish Ambassador, occupied the entire left banquette side.

The dance floor, filled with tables during dinner, was cleared later for dancing...the floor space was equivalent to a dime. The music was excellent—rhumbas, American jazz, and even sambas.

The atmosphere was warm, easy, agreeable. At one point, the clarinet player started a snake dance through the crowded tables, and was followed by a stream of people holding hands and racing after him. It seemed jolly and intimate—and definitely unexpected at Maxim's.

The cover charge from the first three gala evenings was donated to the British Hospital Fund. (After the Liberation, Maxim's was used as a British Officers' Club.)

Maxim's is not run along black market lines. A full-size menu was shown with prices. The service was excellent. The Coffee Man, a well-known character from pre-war days, ebony black and dressed in red turban, poured coffee with ceremony. He dismissed himself with a salaam, and sometimes kissed the hands not only of the women, but of the men, too. The table linen was immaculate, but it had a curious grey colour, which is due to the inferior quality of washing soap.

The opening night at Maxim's was one of the first gala evenings of a season that is in bud. It had all the excitement of a first-night spectacle, combined with the serenity of a dowager.

DESPINA MESSINESI

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The Minute Man now stands for Peace. With his plowshare in the foreground, he has become a symbol of security—the trade-mark for United States Savings Bonds. You will see him often, during the nationwide campaign which begins November 11 and ends December 7.

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Unsightly hair makes a "sight" of even the loveliest legs. So keep *your* legs glamorously smooth for new Fall costumes—depend on odorless IMRA,* the different, painless hair remover cream. Just smooth on this dainty creamy cosmetic, then rinse it off. No more ugly fuzz. No razor nicks. No stubby regrowth. *And no odor!* One application does the job. At better cosmetic counters.

Keep legs and arms hair-free with

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ARTRA Cosmetics, Inc., Bloomfield, N. J.

How to order Vogue Patterns by mail

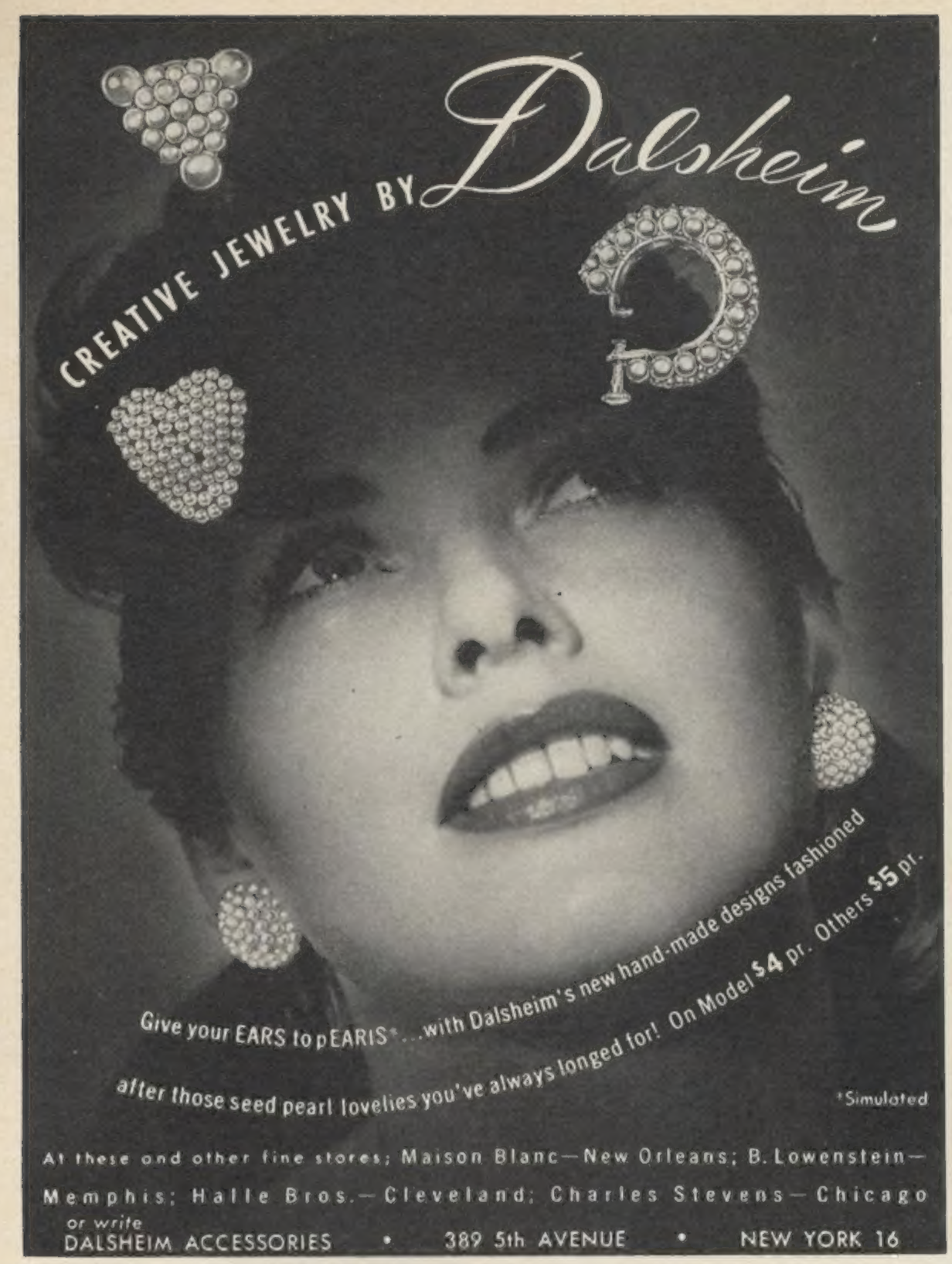
Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

339	$2.00
343	2.00
S-4751	1.00
S-4754	1.00
5938	.60
5945	.75
2344	.35
2348	.30
2402	.30
2429	.30



FASHIONS FOR THREE GENERATIONS

(Continued from page 188)

On page 201 are two pretty, charming, evening-at-home costumes that do not depend on the youth of the wearer for their effectiveness. (The ones on the opposite page do!) And on pages 204 and 205 are photographs of a beautiful woman who has, believe it or not, a son who is a lieutenant in the Navy. (We know everyone can't look like that, but we are just making the point that you don't have to be eighteen to look well in clothes!) Even in our Junior pages (220 through 225) are clothes whose general type—for example the beige wool on 220, the coats on 224 and 225—are no caterers to birthdays.

Pages 226 and 227 show evening dresses which, in our opinion, are best for those who have nothing to hide in the way of shoulders and throat. But even so, the young throat on page 227 has a pointer for the not-so-young throat in its five-strand dog collar of pearls. Pages 228 and 229 show four jersey dresses, any one of which could be a winter standby for almost any age.

So much for this issue of Vogue. In *every* issue, we show fashions that do not necessarily look like "problem clothes," but that may be your solution. May we remind you of pages 179-185 in September 1, which discuss the figure problem, and which remind you that your choice of clothes is, oftenest, a question of figure, not years? Pages 188-189 of September 1 show in large drawings two wonderfully friendly hats for the imperfect beauty. Turn to pages 192 and 193 in that same issue. The clay brown coat in the upper right (page 192), the earth-brown coat in the lower left (page 193), the grey wool jersey suit, the "mixed minerals" dress, the "blue steel" evening dress, the chrome grey suit—all on page 195—are ageless, easy to wear clothes. And you will find in *every* issue of Vogue clothes that may look better when accompanied by youth, glamour, and a size twelve figure—but that do not *require* these undeniable assets.

What we hope we can induce you to do is to look past the mannequin on whom the fashion is photographed to the clothes themselves. To study your own line, your own face, your own proportions (after all, you should know them better than anyone else) and to approach your clothes problem as a clothes pleasure. To realize that you actually do not want to look like someone else—what you want to, and can, look like, is your own best.

There is something very satisfying in the sight of a woman who knows life and knows herself, who faces up to her imperfections and makes herself, in spite of them, into a figure of distinction. This is no small or frivolous thing—the presenting of oneself at one's best to the world. Rather it is a compliment to your public, a very nice way to serve notice on them that you think they are important enough to try, intelligently and carefully, to please them.

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